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Canada. Dominion-Provincial  
Tourist Conference, **1st, 1946**

Report of proceedings.

Conferences







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REPORT OF PROCEEDINGS

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# DOMINION-PROVINCIAL TOURIST CONFERENCE

HELD IN

ROOM 268, PARLIAMENT BUILDINGS, OTTAWA

October 21, 22 and 23, 1946

Under Chairmanship of  
HONOURABLE JAMES A. MacKINNON  
Minister of Trade and Commerce



OTTAWA  
EDMOND CLOUTIER, C.M.G., B.A., L.Ph.,  
KING'S PRINTER AND CONTROLLER OF STATIONERY  
1947







REPORT OF PROCEEDINGS

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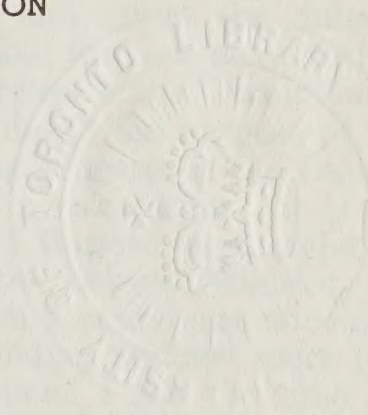
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REPORT  
of  
DOMINION-PROVINCIAL TOURIST CONFERENCE  
*held in*

ROOM 268, PARLIAMENT BUILDINGS, OTTAWA,

OCTOBER 21, 22, AND 23, 1946

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*Morning Session, Monday, October 21, 1946*

Hon. James A. MacKinnon, Minister of Trade and Commerce, welcomed the assembled delegates to the First Inter-Provincial Tourist Conference.

Mr. MacKinnon spoke as follows:

"My first word to you is one of welcome on behalf of the Government. Your ready response to my invitation of some weeks ago is particularly pleasing to my colleagues and myself. The enthusiasm expressed by all of you was very heartening to me and to the officials of the Canadian Government Travel Bureau of the Department of Trade and Commerce. I am particularly pleased to see such a representative gathering here, and I am told that this is the first occasion that such a conference as we have here today has ever been assembled in Canada. Every province is represented by Ministers of the Crown and or by responsible officials of the Government who operate and direct the different provincial tourist departments. I am happy to note, too, that we have with us today representatives of the large transportation interests in the Dominion.

There is no need for me to outline to you in any detail the purpose of this conference. I think I should tell you, however, why I, as Minister of the Department which directs the Federal tourist activities, call you together. It is less than a year ago since the Canadian Government Travel Bureau came under my jurisdiction. After consultation with Mr. Mackenzie, the Deputy Minister, and Mr. Dolan, the Director of the Bureau, I felt that such a conference should be called. We are the people who are responsible for spending perhaps more than 90 per cent of the tourist appropriation in the Dominion. I felt the time had arrived when we should sit down together, discuss our joint planning and, in brief, to formulate some national policy with regard to the developing and promoting of the tourist trade.

Basically, that is the reason for this conference at the present time: Judging from the letters you wrote me I am convinced that you, too, agree with that reasoning and with that policy. I do not propose to speak about the past tourist season, nor indeed about the possibilities of the tourist industry in 1947. That will be part and parcel of your own discussions here. I think I should say to you that the Federal Government is deeply concerned with Canada's tourist trade. This year we placed in the estimates the largest amount ever voted for tourist development and promotion by any government in Canada. We are fully conscious of the impact of a prosperous tourist trade on the economic structure of this country. We appreciate, too, that competition will be keen for the travel dollar in this hemisphere in the year ahead. To meet that competition we anticipate we must so finance the Canadian Government Travel Bureau that Canada will obtain the full benefits which this trade brings to the Dominion.



I hope to attend most of your sessions but you will realize, of course, that it may not be possible for me to be with you during all your sessions. Because of this, I am asking Mr. Dolan to take over the Chairmanship of this conference, and I know that he will ably discharge the duties of the position.

I am looking forward to the pleasure of having you as my dinner guests tomorrow night. The dinner will be held in the Quebec Suite of the Chateau Laurier and I hope you will all be able to come and enjoy a few hours relaxation from your conference labours.

I hope to have with me tomorrow evening several of my colleagues, Doctor McCann, Minister of National Revenue, Mr. Glen, Minister of Mines and Resources, and Mr. Chevrier of Transport. They head departments whose personnel render a most valuable service to tourists. Under Doctor McCann's jurisdiction are the Customs Officers of the administration. Under Mr. Glen's jurisdiction are the National Parks of Canada, one of the country's truly great assets. Also under Mr. Glen are the Immigration Officials.

I am sure that out of this conference will come plans and proposals beneficial to this very important industry. As far as the Federal Government is concerned it is an industry which will receive all possible assistance. I wish this conference every success."

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Mr. Dolan took the chair and said:

"As the Minister has pointed out to you, this conference was called by the Hon. Mr. MacKinnon at my suggestion, but in fact it is your conference. We decided not to present to you any agenda in the form of a stilted paper. This meeting is purely a tourist business meeting. Those of us who are assembled here are representatives of the provincial governments, transportation interests, and respective Federal departments concerned with the development of this industry. We felt the time had come when we should sit down in this form of round table conference and discuss our advertising, literature, improvements to Canada's tourist industry, its physical assets particularly, and all other problems which are cogent to the development of this industry. For that reason we have not prepared a set agenda. It is your meeting and I want you to decide just what type of discussion you propose to enter into and in what manner you propose to approach these different problems.

This morning, I think, following this most appealing presentation by my minister, I should ask some of the provinces represented by ministers or their representatives to say a few words to this conference and give us at least a general review of their own province and some of the things they desire to discuss."

## PROVINCE OF ONTARIO

Hon. Arthur Welsh, Minister of Travel and Publicity for the Province of Ontario, presented the following brief:

First of all, I should like to congratulate the Honourable the Minister of Trade and Commerce upon his action in calling together at this time the representatives of the Provincial Governments and the great transportation systems.

I say "at this time" because I am convinced that we are on the threshold of perhaps one of the critical periods in our history as a major tourist-catering nation. We have just passed through six years of war: the scarcities and the sacrifices of that period are still with us on every hand, yet we are endeavouring to do "business as usual" and to turn back the clock to those plentiful pre-war years when, in retrospect, there seemed to be an abundance of everything.



Coupled with our scarcities—with a tourist “plant” which has had little in the way of improvement in six years—we have an enormously expanded potential market, possibly the wealthiest market in history if judged by the yardstick of the dollar. We know that to-day more than four-fifths of all persons employed in private industry in the United States, and 97 per cent of all office workers are eligible for paid vacations. Eleven and one-half million workers have vacation clauses in their working agreements, whereas as recently as 1940, only 25 per cent were so covered. Economists of the Commerce Department of the United States estimate that, even excluding the self-employed persons—doctors, lawyers and small business men—there are upwards of 30 million persons in the country adjacent to us who are in a position to take their families away from their homes for a regular vacation.

#### COMPETITION IS GREAT

Opposed to this vast market we have unprecedented competition not only from this continent but from countries and areas which prior to the evolution of the modern rapid transport age had never bulked large in the American travel picture. When one considers that for the price of a first class steamship ticket, it is now possible to breakfast in New York and have dinner in a European capital, it becomes apparent that an entirely new factor has entered the travel field. Added to this is the stepped up competition from the American States themselves. Their realization of the importance of the tourist dollar and the relative ease with which natural attractions can be converted into state and local prosperity has been translated with customary American aggressiveness into promotion campaigns by upwards of forty States and countless other areas and districts.

It becomes apparent, therefore, that in the post-war contest for the American travel dollar, abundant though that dollar may be, we shall have to use every possible means to maintain the pre-eminence which Canada has always enjoyed as a VACATION LAND in the minds of our good neighbours to the south.

As I have mentioned before, we commence this fight with certain handicaps which do not burden some of our competitors. Our six years of war left us with scars which are not paralleled either in the United States or Central or South America. Without labouring this point too greatly I must emphasize that one of our principal tasks will be to allay criticism of our physical facilities and the scarcity of certain foods, while at the same time, maintaining the prosperity of the industry by producing an ever-increasing flow of business. In spite of the apparently obvious contradiction inherent in such a program, I am confident that with intelligence and tact on the part of those agencies dealing with the visitor, it can be accomplished.

The Ontario Government is fully seized of the importance of an expanding tourist industry. Last year nearly 60 per cent of Canada's tourist revenue entered the customs ports in this Province. Our very size, natural resources and propinquity to large centres of population in the United States combine to make this the Province's most promising industry.

In April of this year, the Department of Travel and Publicity was established with myself as Minister. We were given an open brief to use whatever means lay at the disposal of the Provincial Government to develop the normal flow of visitors into Ontario into a potent economic factor.

#### PROBLEMS OF 1946

Our Department came into being under the shadow of abnormal post-war conditions. In April we knew that the pent-up travel urge of our neighbours would find expression in an unprecedented flow of visitors across the inter-



national border. We knew that we were not well prepared to absorb this flow, due to the reasons which I have enumerated above. Confronted with this immediate and pressing problem, we also faced the necessity of evolving and putting through its initial stages a long-term program of tourist development.

The question of advertising and promotion was one of the most difficult which we had to face. Superficially it appeared that there would be little point in embarking upon advertising and publicity campaigns where it was obvious that our facilities were already likely to be over-crowded. Nevertheless, we knew that there were many regions in Ontario's more than 400,000 square miles where visitors could be well looked after despite the possibility of congestion in other sections. As a consequence, we directed our attention to promoting certain lesser-known areas and in the main assuring that tourist operators would enjoy sufficient patronage in this first post-war year to encourage them to improve and expand their facilities and to induce new capital to enter what we hoped to demonstrate was a buoyant and prosperous industry.

Associated with this advertising campaign was an experimental move to develop a new type of patron who would bring his own accommodation with him. I refer to the yachtsman and boating enthusiast. An attractive brochure dealing in detailed fashion with one of Ontario's finest inland waterways was prepared and advertised extensively in American boating magazines. The response to these advertisements was so great that the initial print order of 25,000 copies was exhausted in a relatively short time. It is our intention to develop further along this line.

Another field which we are actively exploiting will be that of winter sports development. Unknown to most of our own people, we possess in Ontario some of the most promising ski terrain, coupled with climatic conditions, to be found anywhere in Canada. Some of these areas lie in regions which already enjoy extensive patronage from the summer visitor. Our hope is to place the tourist industry in these areas at least, upon a year round basis and to this end we have created within our Department a separate organization to assist Communities, Resort Operators and other groups who may be interested in creating a winter market for attractions which find a ready sale during the summer.

#### RECEPTION CENTRES

One of the most interesting aspects of our program has been the organization of a chain of Tourist Reception Centres at some of the main entry points. Ontario has about a dozen large points of entry from the United States. At some of these during the past season, and in spite of very considerable difficulty in the securing of building supplies and equipment, Information Bureaus were set up. These were staffed by personnel trained by our Department, whose principal duty was to welcome the visitor in friendly fashion and assist him in planning an enjoyable stay in our Province. If he arrived without hotel reservations, our staff endeavoured to secure them for him, working in co-operation with local tourist associations, Boards of Trade and Chambers of Commerce.

At this point, I cannot refrain from expressing my deep appreciation of the magnificent work done by these bodies in organizing their cities, towns and districts so that accommodation could be found for the visitor. It is an anomaly that one of the criticisms which my Department had to face during this past season was that "the tourists are not here". Actually the records show that in 1946 Ontario has played host to more visitors than at any time in history. The Dominion Bureau of Statistics shows that in the first eight months of this year 675,558 American touring parties entered Ontario for stays of more than 48 hours. This is the greatest number for any comparable period in our history



and represents an increase of nearly 17 per cent over the so-called "normal" year of 1941. The mere fact that the papers carried very few stories concerning these people having to sleep in their cars or find other emergency accommodation for themselves is more eloquent tribute than any I could pay to the organization work by the officials of my Department and local tourist interests.

From this standpoint, I cannot but regard the past season as outstandingly successful. Certainly in April, I would not have thought it possible for Ontario to absorb the millions of guests who crossed into the Province for recreational purposes. As an indication of the value of these Reception Centres, I should like to point out that during one month one Centre handled more than 18,000 enquiries. Coupled with this service, we were able to secure a great deal of valuable information relative to our visitors. The intelligent and personable young women whom we employed as Receptionists invariably succeeded in extracting data, which when co-ordinated on a Province-wide basis, gave us a clear picture of what our visitors expect, where they are going and what we can do to make our Province more attractive to them. Although this program is in its infancy, I believe that this aspect alone will more than justify the expense and effort involved.

#### LIAISON WITH DEPARTMENTS

One of the prime functions of my Department . . . and it is one that is not readily apparent to the public at large, is that of liaison on behalf of the Tourist industry with other Provincial Departments. The activities of other branches of Provincial Government in at least a dozen cases are concerned to a lesser or greater extent with our visitors as well as with our own people. We are frequently able by suggestion and consultation to insure that the interests of the tourist industry are given careful consideration in projects which do not fall directly within the purview of my own Department. Most of Ontario still remains to be developed; much of our northland offers little hope for prosperity except by the "sale" of such things as our scenery, history and natural resources.

Another important phase of our activities has to do with the regulation and control of tourist establishments themselves. Legislation passed at the 1946 Session of the Ontario House empowered our Department to draft regulations covering all phases of tourist camp operation. Subsequent to the passing of this Act, we detailed Departmental officials to tour the Province and to visit and report upon every establishment catering to the travelling public. This was a gigantic task but it has now been completed and on the basis of the information which we uncovered, we shall proceed with the drafting of the necessary regulations. It would be manifestly unfair, however, having in mind the existing shortage of so many essential building materials to expect our Operators to be able to transform their establishments overnight to conform with our conception of what our visitors should have. We do not intend to use a big stick, but we do propose to insist upon neatness, cleanliness and attractiveness, and to endeavour to show the Operator how these standards can be achieved and maintained.

#### INCREASED PROGRAM

It is apparent that a good share of the widespread travel urge which found expression in this year's record business will have dissipated by 1947. To secure our portion of the tourist flow, it is my belief that we shall have to institute a promotion program on a larger scale than last year. During 1947 we will utilize every type of publicity outlet both here and abroad. In addition, we are currently preparing entirely new publications to meet the requirements for timely and informative literature. Our immediate plans also call for extensive



participation in Sportsmen's and Outdoor Shows. We will also continue to encourage and assist outstanding writers and photographers to visit our Province and are now making plans for an Editors' Tour considerably greater in scope than any which have taken place in the past.

Our Reception Centre program will swing into high gear with additional units being established at possibly three ports of entry. We are giving serious consideration to the establishment of one—and possibly two—of these along main highways between Ontario and her sister provinces in order that the same facilities will be available to Canadians as now serve U.S. visitors.

On this subject I must make two observations: one is that we feel in Ontario that tourism can be made as great a force in our national life as it has been heretofore in our relations with our American neighbour. The war showed us, I think, what a tremendous backlog of goodwill had been developed between our country and the United States, largely as a result of regular vacation visits between our people. This same feeling of neighbourliness can be developed between our own provinces by an aggressive campaign to encourage travel by Canadians within their own country. Now that there is at last a road over which motorists can travel from one end of the Dominion to the other, we propose to embark upon a program of "selling" Ontario to the people of the other provinces. Space will be used in publications outside of Ontario to stress the vacation advantages of this province, and although the results of such a campaign will not be apparent in the statistics dealing with international trade, they should be of considerable importance in promoting understanding among our own people.

#### MUST WORK TOGETHER

The second observation which I should like to make with reference to our reception centre program concerns co-operation between our province and the various Dominion agencies which are concerned with visitors who arrive here from a foreign country. There is no conceivable reason why we cannot work together; why, in the simple task of expediting the entry into our country and assisting the visitor to get on his way we should not have close co-operation between those persons employed by Dominion and Provincial governments. We are willing to do our part. The facilities which we are establishing near U.S. ports of entry are available to officials of the Wartime Prices and Trade Board for the issuing of ration cards to our visitors. If necessary, we would be glad to designate responsible members of our staffs to assist with this work. The important thing is that we must send our visitors on their way with a minimum of red tape, making them realize that we are a friendly country and a friendly people.

In the future development of our winter sports program we shall have to enjoy the co-operation of the railways. Trains which do not now appear on any schedule will have to be placed in operation in certain areas to help us develop those regions for the winter vacationer. Our proposal is this: we will undertake to assist and encourage communities where winter sports are feasible to develop the necessary facilities and to make available sufficient accommodation for the flow of visitors. We will actively assist in the "sale" of these facilities among potential visitors. All that we ask the railways to do is to work with us in sympathetic fashion and to give us the benefit of the extensive experience which they have accumulated in similar developments.

We have been told that Ontario can never hope to compete with Quebec or with New England in the realm of winter sports. Who would have thought, fifty years ago, that isolated sections of the Rockies lying hundreds and even thousands of miles from large centres of population would one day be developed as the finest luxury resorts on this continent?



## AIR-MINDED VACATIONISTS

At this conference, I hope, some thought will be given to the peculiar problems of the air-minded vacationist, the sportsman pilot who wants to fly his own plane into our country. Ontario has perhaps as much at stake in the development of a sound aeronautics program as has any other province. With the assistance of the Department of Transport and the R.C.A.F. we have been endeavouring to assist this type of visitor with information as to our facilities, and I should add, with a good deal of cautionary advice. A member of our staff—a former officer of the R.C.A.F.—has been studying this situation for several weeks and we hope in the future to provide speedy and efficient service to those persons making enquiry as to air tours of Ontario. I realize that this is largely a matter which lies within the scope of the federal authorities. I would make this plea, however; Canada needs an aggressive program of development of her air facilities. Large and remote parts of our country can never hope to be served by railroads and highways, yet offer great promise of prosperity if some means of transport can be organized to convey tourists thence. The aeroplane is the answer. The establishment of simple facilities in the form of landing fields, weather information service and fuel supplies will repay the small investment involved.

When this Conference was originally called it was the intention, I believe, to restrict its scope to a discussion of publicity and promotion as between the federal bureau, the railways and the various provincial governments. In my acceptance of the Minister's invitation I raised the point as to whether busy men should be brought here from every part of Canada to discuss what is, after all, only a small phase of the overall tourist picture. It is now my understanding that we will go most thoroughly into all aspects of our future tourist programs and endeavour to work out, among ourselves, a formula for development and exploitation for the country as a whole.

## ADVERTISING EXPENDITURES

It is quite possible that 1947 will see approximately two and one-half million dollars expended for advertising by the various agencies represented here. Properly spent, this money can reach an enormous potential market for our tourist product. Spent haphazardly, much of it can be wasted. I, for one, would like to see closer liaison between the federal travel agency and the railways on the one hand, with the provinces on the other. I would like to see our campaigns integrated with a central theme aimed at, first of all, selling Canada, and secondly, selling our own province. We are, in a sense, a gigantic department store purveying travel and recreation. Let us get our customer into the store, mentally at least, before we endeavour to sell him shoes or a necktie or a suite of furniture. Once he is "sold" on Canada, then we can all be sure that we will get our share of his trade.

I am grateful, Mr. MacKinnon, for the opportunity to present these thoughts to your Conference. Please be assured that my Province stands ready to assist your deliberations in any way possible and to co-operate to the fullest extent in whatever program is evolved here.

Col. Welsh was thanked for his all-inclusive brief, by the chairman, who said he believed the conference would find, within the pages of this report, many items for discussion when the delegates started their deliberations.



## PROVINCE OF QUEBEC

Mr. Georges Léveillé, Executive Secretary to the Prime Minister, Province of Quebec, presented his report as follows:—

Mr. President,  
Mr. Minister  
Gentlemen:—

Before saying a few words on the matters which make the subject of this representative gathering, may I extend to you all the very best wishes and compliments of the Prime Minister of the Province of Quebec, the Honourable Mr. Maurice Duplessis, under whose jurisdiction fall all matters pertaining to tourism and general publicity in the Province of Quebec.

Far from me the intention, or the pretention, of giving this conference a lesson in tourism, but there are certain facts and assumptions that are certainly worth analysing and remembering.

Even before the war tourism was a well established, highly lucrative business and becoming increasingly more important every season of the year.

The business of tourism, as we know it today, is no longer a haphazard, accidental affair. It has risen to a mighty place in the economic picture of every nation of the world; it is now a major industry, particularly on this continent, in the Dominion of Canada, in the United States, in Mexico, etc. This year, the weekly magazine *Time* from New York, edition of August, 1946, assumed that 23,000,000 of tourists were coming to Canada, 9,000,000 of them in the Province of Quebec, and that they would leave behind them at least \$2,000,000,000.

## TOURISM MAJOR INDUSTRY

Tourism is then truly a major industry, but we must not merely view these tremendous millions of dollars being spent by tourists and expect to receive our share of it for Canada, and for Quebec in particular, without taking some very active steps, for the reason that the competition for the tourist dollar has become increasingly greater until today it has reached untold heights.

An indication of this terrific competition will be seen in the expenditures being made by certain states of the United States, by Mexico, by the nine provinces of Canada, where great efforts are being put forth to secure their share or more of the tourist dollar.

It is not my intention to give figures; I suppose all of you gentlemen have had the occasion of perusing them, but I may say that these figures tell a pretty clear story of competition. This competition is by no means insurmountable, because in all of North America, Canada has the most to offer to the American tourist.

We, of the Province of Quebec, may add that the Province of Quebec has the most to offer, not only to the American tourist, but, for that matter, to the Canadian tourist.

Speaking of Canada in its issue of June, 1946, an American periodical said:—

Canada is all things to all tourists. It is part riding, part fishing; part French, part Indian, part English, part Eskimo. Its two great European cultures, one on each coast, stand aloof, yet singularly meshed. On the east coast there is very old, very French Quebec; on the west coast, there is not-quite-so-old, but very English, British Columbia. Canada fascinates students of the past who visit its historical landmarks, amateur pioneers who portage its streams, and just common or garden visitors who are happy to vegetate on the scenery.



## GREATEST OPPORTUNITY

Speaking singularly of the Province of Quebec I may say that the business of tourism represents to the Province of Quebec one of its greatest opportunities for increasing its prosperity and the prosperity of its people and, here, I may add that by increasing the prosperity of Quebec, we are directly increasing the prosperity of Canada.

Tourism is easily one of the most flexible industries in the province, the industry which can, by sheer dint of efforts, grow to tremendous proportions. The tourist industry is not always hampered by the restrictions of trade, by supply and demand, by the competition of new products, fads, or changes of mode, as, for instance, the other great industries of the province. Pulp and paper depend upon demand; the power industry likewise, for the sale of power developed from natural resources, depends upon the activity of Quebec factories and those of adjacent provinces or states; the textile business is also dependent upon demand and is often affected by changing of style, mode and new products competition.

Therefore, it can be readily seen that the tourist business represents a great opportunity for the Province of Quebec to develop a stable industry far wider than any other at present in existence.

This development does not stop at dollars and cents, for Canada or for Quebec, for, in the development of the tourist business, so too is the development of the country itself.

Frontiers have been pushed farther and farther back. Great new highways begin to link hitherto remote points. New buying centres spring up. Electric power is pushed farther towards the frontiers. Forests are cleared and lands are tilled where hitherto no man had set foot. People themselves, through association with their new found neighbours, develop their own horizons, their own perspectives. They find new interests and new verve. Such things are good for Quebec, they are good for Canada! They bring a new understanding to the heart of our people.

## BENEFITS OF TOURIST TRADE

Further striking proof of the benefit of the tourist business to the economic life of Quebec can be seen in the estimate that, of the \$77,000,000 spent in the province during 1937 by the tourists, approximately 26 per cent entered the pockets of merchants. This 26 per cent is an approximate percentage only, taken from the United States Bureau of Statistics. Thus we find that 20,000,000 of dollars found their way into the pockets of the men and women who form the basic structure of the economic life of the province. Call them middle class, if you wish, but they, nevertheless, represent the buying power of the province.

To prove that the tourist industry can grow is found in our statistics. In 1920, the Dominion of Canada had a total tourist business of \$83,000,000, Quebec \$3,000,000, roughly 3½ per cent of the total. In 1936, Canada had nearly \$256,000,000, Quebec \$64,000,000, approximately 25 per cent. In 1937, Canada approximately \$300,000,000, Quebec, \$77,000,000, approximately 25 per cent.

Of course, it cannot be lost from sight that tourism is a peace industry. The tourist influx in our province, as well as in the rest of Canada, has therefore been profoundly affected by the war. But it may safely be said that a large number of persons, either in the armed forces or in key industries, both Canadians and Americans, have travelled from the United States and our sister-provinces into the Province of Quebec, as their business warranted, and have thus gathered first hand knowledge of the inter-relation of the two great races and characteristic civilization Canada is so rightly proud of.



## KNOW ONE ANOTHER BETTER

Closer ties have been formed and goodwill fostered in such a way that, though war be a calamity or, in general, an ill wind that blows nobody good, Canadians have had the advantage of getting better acquainted with one another. Thus, people who may have been misinformed regarding the old and trustworthy Province de Québec and her people, feel it their duty and pleasure to act as benevolent propagandists, for the common weal of Quebec and Canada at large. We fondly hope that that sane and sound mental attitude will be still further developed in this time of peace. Tourism is surely one of the most effective means at our disposal for the promotion of such an ideal.

At this point, may I say that 1946 is a big year, in our Province, in all that is connected with tourism. By rail, automobile, boat or plane, visitors literally flocked to our midst and everything tends to predict that winter tourism will be exceedingly good.

Inter-regional, inter-provincial, national and international tourism are on the upgrade here. Our visitors come from every part of Canada and the United States, and even more and more from the Latin American Republics. So much so that our employees are adding Spanish and Portuguese to their present knowledge of French and English. We have given members of our staff every facility in order that they may become familiar with the languages of all our friendly neighbours.

Of course, England, France, Belgium, Switzerland, Poland, sent us many visitors. Some wish to invest money in local business, others are trying to find a haven of peace, after their terrific war experience. But the very bulk of our tourists, in order of numbers, is of American, Canadian and Latin American origin. The list of conventions that were held in our Province in 1946, if it were shown, would permit you to further ascertain the origin of our visitors.

## TRAVEL STATISTICS

It is quite impossible, at this moment, to give definite figures regarding the 1946 tourist influx in our Province. But, as part statistics are available and past figures are in our files, fairly accurate data can be compiled.

Federal statistics permit us to establish a comparison between 1945 and 1946 for the United States cars entering our Province, for a stay of less than 48 hours, or 48 hours and over, during the period extending from January 1 to August 31. Thus:

	1945	1946
LESS THAN 48 HOURS .....	69,097 cars	126,200 cars
percentage of increase 80.5%		
48 HOURS AND OVER .....	108,587 cars	191,892 cars
percentage of increase 76.7%		

But one should bear in mind that those figures do not show a complete picture, at least as regards the Provinces of Quebec and Prince Edward Island.

For Prince Edward Island, the discrepancy appears more than obvious, if one considers the Federal statistics pointing out that one car from the United States entered the Island in one year, though it is quite sure that many more foreign and Canadian cars travelled there. It must not be forgotten that registration is made at the New Brunswick-U.S.A. ports of entry.

In Quebec, a great many U.S.A. cars enter Canada through ports of entry in Ontario and New Brunswick proceeding thence to Quebec. For that reason, up to the beginning of the war we had our own census made of all cars entering Quebec at inter-provincial points. That has enabled us to perfect the picture.

If we use as a basis the statistics we compiled before the war in 1937, 1938 and 1939, we can show that the number of touring cars from the United States entering by the Customs ports of entry represents 50 per cent of the total number



of cars of that category; while the number of said cars entering our province at the various inter-provincial points accounted for 22 per cent of the total. The remaining 28 per cent is the number of cars coming from our sister-provinces and also entering here at inter-provincial points.

As to the category of 48 hours or less, the American automobiles having entered into our Province, by way of the Customs ports of entry, form 14 per cent of the last mentioned category, whilst cars from our sister-provinces entering by the inter-provincial highways constituted 86 per cent of the total. The situation may be summed up as follows:

LONG STAY TOURISM (48 hours or over)	1946	Percentage
American automobiles entering by Customs' ports of entry .....	191,892 cars or	50%
American automobiles entering by inter-provincial highways .....	84,433 cars or	22%
Canadian automobiles from our sister-provinces, entering by inter-provincial highways .....	107,460 cars or	28%
<b>TOTAL</b> .....	<b>383,785 cars or</b>	<b>100%</b>
 SHORT STAY TOURISM (Less than 48 hours)	 1946	 percentage
American automobiles entering by Customs' ports of entry .....	126,200 cars or	14%
Canadian automobiles from our sister-provinces, entering by inter-provincial highways .....	775,229 cars or	86%
<b>TOTAL</b> .....	<b>901,429 cars or</b>	<b>100%</b>

Far from me the intention of piling up figures, but may I say that if an average of four persons per car be taken for granted, a total number of 5,140,866 motorists from the United States visited our Province from January 1 to August 31, 1946, which compares very advantageously with the banner years before the war.

Evidently, to that must be added the number of tourists travelling by train or plane, not only from January 1 to August 31, but also from August 31 on. September and October have indeed been very active months as we are blessed with a very mild autumn. Furthermore, winter tourism is very great, namely in the section of the Laurentians, north of Montreal and Quebec, where it even exceeds summer tourism, from year to year.

Federal statistics, though well compiled, do not cover the whole subject. I sincerely think that our method of adding our own census, made at the inter-provincial points of entry, is a happy procedure which could be followed by our sister-provinces when their case is somewhat identical to ours.

Now that the war is over and Canada is granted a breathing spell, we will revert to the practice which has already given excellent results.

All those present at this conference admit that tourism is a big industry, practically second to none for Canada, and this opinion is the justification of this conference.

### QUEBEC'S PECULIAR CHARM

We must never lose from sight that the tourist is not only one who travels for sports and pleasure, but also for culture, that travellers are in search of what is different from all they see daily in their midst. This is considered, and justly so, as one of the fundamentals of tourist psychology.

The great number of letters received from all over Canada, the United States, Latin America and Europe confirms our theory.

May I quote briefly from one of those letters in which a Westerner, after his first visit in our province, says:—



Please do not allow your characteristic background to be altered. It is quite right to be progressive and you surely are! But a strong line of continuity must be followed. Canada would lose much indeed, should you ever discard your French-Canadian traits of civilization.

Another English speaking gentleman, hailing this time from Ontario, wrote us:—

If French-Canadians should ever disappear, which God forbid! their architecture, etc., would still be treasured by us and used as a drawing card for tourists. Kindly note how Americans love "Le Vieux-Carré", in New Orleans, or the remnants of Spanish architecture in Florida, California, New Mexico, etc.

Not only are there reasons of legitimate pride for our keeping as a sacred deposit everything that belongs to French-Canada, but we profess that it is also "good business", as the saying goes, mainly from the point of view of tourism. And that should appeal to the whole of Canada, because it is, above all, a patriotic gesture and, finally, a way of increasing the amount of tourist dollars flowing into our province and tending to stabilize the value of the Canadian dollar in the international field.

The Province of Quebec is the cradle of Christianity and civilization in Canada. Her language and culture, her scenic beauty and grandeur, her Franco-Norman architecture, her domestic art, her folklore, her climate, her sports, her cuisine and what not, are part of her natural resources.

Quebec is tourist-minded, just as the tourist is Quebec-minded. She loves her past, the splendid adventure it represents, and proceeds in the path of progress with the utmost confidence in her gifts and in what lies in store for her in the total realm of Canada.

#### HOW TO MAKE AN APPEAL

But all this has to be told to the tourist trade and we are saying it by every modern means at our disposal. One thing though must not be forgotten when we are addressing the tourist trade, and it is that the tourist market is composed of people. Advertising under any form is not read, or seen, or heard, by groups or societies, or social orders, but by individuals who eat, sleep, work, welcome new faces and new scenes, want to enjoy life fully. To all these peoples we must talk their language.

Our conversation must be in the things they are interested in. It must cater to their moods, desires and pleasures. When we are talking to the tourist, we are trying to remember that we are talking to people, citizens of the other provinces or of the United States, who want to be told in warm, friendly tones, where to enjoy their vacation, and we remember that we are talking of the Province of Quebec, a country utterly different, an old world in the new, a foreign land next door, a country only overnight from most places, most people come from.

We, of La Province de Québec, wish to tell our visitors from our sister-provinces and from the United States that our province is inhabited by a people which, if entirely detached from the influence of French politics, has been raised and educated in the radiance of the high culture of France, of its marvelous civilization, while drawing from the vast patrimony of the English and American cultures, the best they had to offer.

The blending of those two cultures, its integration in the life of French-Canadians, give Quebec its unique cachet, its different and specific character. It is this something unusual that we have to offer to the visitors from the sister-provinces and the United States. If I may sum up this idea, may I be permitted to say that we are not like everybody else, but, however, we are the friends and the neighbours of everybody.



## PLANS OF QUEBEC

You are expecting from me, I am sure, a few words on what the Prime Minister and the Government of the Province of Quebec intend to do regarding the promotion of the tourist trade. We have done quite a lot and we intend to do a lot more, but we must not forget that the Province of Quebec's war effort has been tremendous. The wear and tear on our roads far exceeded all expectations, as it took so many years to humble the Boches and the Japs.

Some 60 per cent of the heavy war industries being found in our province trucks were overloaded. Every avenue leading to our ports from Montreal to Gaspé was crammed and we lacked, as you did, the necessary materials, machines and machine parts to effect the repairing.

We have begun extensive works in all directions. It is quite a job, as this is the largest province in Canada, as you all know. To our 23,555 miles of roads we are adding many more. In due course, the highway around the Gaspé peninsula and that along the Charlevoix coast and the one to and around Lake St. John will be entirely paved. A budget of thirty millions has been voted for the remodeling of roads, grading of hills, straightening of curves, elimination of railway crossings and building of new arteries. Our highways will soon be among the best in America and that is surely an enticement for tourists wishing to come our way.

There are 2,217 hotels in the province. Our large hotels are so good that one was selected by the Allies, as was the old Citadel, as their meeting place in Quebec for the two memorable conferences which led to the downfall of totalitarianism. Small hostelleries and inns are found everywhere along the country road; they are both picturesque and attractive.

Much could be said with reference to the benefit derived from the courses to hotel-keepers, to their boys, girls, and employees, by the hostelry service of the province. Up to now, fifteen sessions have been held, of one month duration each, attended by over 700 pupils. The results have been more than encouraging. The programs have been always adapted to our needs and we received loud plaudits from the tourists.

Conditions being ideal in the province, we always have snow!, winter sports are everywhere popular, with our own people as well as with our visitors. Quebec is really in the limelight as offering the best ski centres in America, the best accommodation and food. City hotels as well as small and medium size inns in the country reap their full share of the winter tourists' dollar.

## IMPROVING SERVICE

Comfort, the year round, congenial atmosphere, politeness, hospitality, distinctive French-Canadian architecture, decoration, cuisine, etc., top the list in the campaign our Hostelry Service is waging throughout the province. The hostelry school is ambulatory, proceeding from one section of our territory to the other, in its spring and autumn sessions. As you well know, Quebec is divided into tourist regions and special organizations called "Syndicats d'Initiative Touristique" are located at strategical points and supervised by our provincial Tourist Bureau.

In 1946, we have widely advertised in the better class of newspapers and magazines, both in Canada and in the United States, though we were somewhat hampered by a restrictive budget which had been voted by the House before the enormous tourist influx of this year could be exactly foreseen.

The request for our brochures, maps, folders and posters were in such number that our stock is rapidly dwindling. So we are preparing series of beautifully illustrated matter which will be second to none. Through our various offices and agencies, we are constantly keeping contact with Canadian and American Tourist Associations and the like.



Our Quebec, Montreal, New York, Ste-Luce-sur-Mer and Percé information bureaus have been literally overwhelmed by visitors. We have had queries by mail on most every subject of interest to the province, from all over Canada, the neighbouring republic and European countries. It was our pleasure and honour to receive distinguished representatives of foreign governments, journalists, authors, cinema producers, artists of all kinds, mainly painters.

#### PUBLICITY AND ADVERTISING

Our program of publicity and advertising is very effective and we have every reason to think that our next budget will be considerably increased.

In order to assure a more cohesive administration of interrelated branches of departments, along the above mentioned lines, an act has been passed by the legislature which is entitled "Loi du service de publicité de la province". Under the authority of the said act, which will be known as a law to establish a Publicity Bureau of the Province of Quebec, tourist publicity, and government publicity in general, in their respective forms and aspects, direct and indirect publicity, radio, cinematography, photography, printing, etc., are being co-ordinated. Much good is expected as the outcome of such a constructive measure.

It goes without saying that the information bulletin published twice a month by our Tourist Bureau will be enlarged and perfected. It is already distributed to all the magazines and newspapers in which we advertise, as well as to tourist organizations, automobile clubs, chambers of commerce, traveller agencies, railway, navigation and airway companies, and is proving very useful.

The Prime Minister of our province being, as I told you, also minister of tourism, we are more than sure that everything that pertains to travel is the object of his constant solicitude. He has very much at heart the province's ability to be better and more broadly known as a good land to visit as well as to live in.

#### SOME RECOMMENDATIONS

Gentlemen, I would now like to make a few practical suggestions which could briefly read as follows:—

1. That a committee be appointed here to study the proper means of having prepared by each province more thorough statistics regarding tourism; the experience of each province and the Dominion in that field being, so to say, pooled, in order that data be established on a more logical basis.

2. That the Federal Travel Bureau be asked to insert in its general brochures and booklets invitations in French, Spanish and Portuguese to our French kinsfolk and Latin American friends and Allies, to visit Canada and enjoy themselves amongst us all, thus promoting closer intellectual and commercial relations with Canada and her people.

Franco-Americans number over 2,500,000 in the eastern states and about 500,000 in Louisiana. As to Latin-Americans, there are about 100,000,000 of them.

3. That a certain amount of teamwork be recommended between all tourist and travel bureaus in Canada.

For instance, when a U.S.A. visitor crosses our border and comes to one of our bureaus to get information on our province, we also, if he wishes it, provide him with data on our neighbouring provinces. That is a good Canadian attitude.

One cannot but think that a tourist crossing the whole of our territory on his way to one of our sister-provinces remains longer with us and spends here more of his good money.



Vice versa, a traveller crossing the Canadian-American border, at Windsor, or at any other point, should be given information, not only on the province he is in, but also on the next ones, in order to make him feel the urge of going there.

A good thing would be for the Federal and Provincial Travel Bureaus to make a liberal exchange of their brochures, literature, etc. Gentlemen, at this point, I come to the opinion that I have spoken much longer than you could easily support it, and then I am under the impression that the subject has only been scratched, so tremendous is the field to be covered, because tourism and the tourist industry touches every angle of our social and economical life.

May I sum up in saying that the principal ingredients that must enter into the fabrication of our product for tourist consumption must first be seasoned with courtesy, common sense, hospitality, comfort and beauty.

I have no doubt, gentlemen, that our reunion of these few days, the study that we are going to make of our different problems pertaining to tourism, and the bounds of friendship that we have fortified between us, will render our work easier and will permit us to see tourism take its place, the first place, in the economy of our provinces and of the whole of Canada.

The chairman thanked Mr. Léveillé for his very illuminating report and said the gathering was deeply impressed with the points brought forth by him. He stated that a representative of the Dominion Bureau of Statistics would be present later in the conference to discuss with the delegates some of the proposals that had arisen.

The chairman said further that the Province of Quebec had made a great contribution to the tourist industry, for which every one present was very grateful.

## PROVINCE OF NOVA SCOTIA

Hon. Harold Connolly, Minister of Industry and Publicity for the Province of Nova Scotia, gave a verbal outline of tourist matters as concerning his province. He emphasized the inadequacy of transportation facilities and hoped that next year would bring an improvement in railway transportation. Owing to the inability of the transportation companies to properly handle the people coming into the Province of Nova Scotia, the tourist revenue in that province was not as good as it should have been. This service was greatly inferior in fact than that provided several years preceding the war. "In common with other provinces of Canada," said Mr. Connolly, "Nova Scotia is looking forward to a much greater revenue than it enjoyed this past summer."

Mr. Connolly said he believed this tourist conference was long overdue. There is a place in the tourist picture for every tourist organization in this country whether municipal, provincial or national, but Mr. Connolly thought it was essential that the provincial government representatives should sit down with the tourist officials at Ottawa, as they were doing today, and plan a concrete tourist program designed to bring to all the provinces of Canada the maximum amount of benefit that can be derived from the tourist trade.

## IN PROPER DEPARTMENT

Mr. Connolly and his associates in Nova Scotia were delighted when the Canadian Travel Bureau passed into the hands of the Hon. Mr. MacKinnon, Minister of Trade and Commerce. "Over the years, Nova Scotia has had many occasions to deal with Mr. MacKinnon, and we have had from him an effective co-operation not surpassed by any other member of the government at Ottawa," said he.



Mr. Connolly thought a great deal more could be accomplished if the proceedings of the conference were carried on in an informal manner rather than observe unnecessary rules of order and procedure. The main object, after all, Mr. Connolly thought, was to bring together the provinces and the Dominion to formulate a tourist effort designed to make 1947 an outstanding year in the history of Canada. He hoped the Canadian Government Travel Bureau would tell the provinces wherein they had not been getting the most out of the dollars they spent to promote tourist travel to Canada.

In the final analysis, Mr. Connolly believed this conference could map out a worthwhile tourist program for next year. That is why they were at the conference. Mr. Connolly hoped that this conference would continue to meet once a year and more often, if necessary, with the tourist minister at Ottawa, to assist him to do the things Canada needed. Such conferences were, in his opinion, fully justified.

Hon. Harold Connolly presented the following brief:

1. We are in the first year of the aftermath of war and the activities of the Armed Forces have come to an end. The ghastly clash of the centuries was like a pestilence that swept across the world.

2. In the days before the war the Tourist Bureau, which is now the Nova Scotia Bureau of Information, was a very small organization with staff of 5. Its function was to prepare booklets and pamphlets and handle correspondence. The actual work of publicity was directed by a New York agency retained on a yearly basis. During the war, in common with the other Provincial Bureaus, we were confronted with certain problems. The Nova Scotia Government have introduced several important changes and additional services embracing:

- (a) An enlarged total staff in the Bureau of Information of 13.
- (b) Total summer staff of 14 at outlying points where Information Bureaus exist.
- (c) Our own Press Bureau of 2.
- (d) Two-way Photographic Section (Still and Motion) Staff of 4.
- (e) The advertising arranged for in New York and the New England States resulted in 17,000 requests for our Provincial literature, and 5,000 requests from other miscellaneous sources.
- (f) The Provincial Government conducts an Hotel Short Course in the Early Spring of each year in order to assist in correcting faulty service and to remove cuisine difficulties.
- (g) There is printed monthly by the Department of Industry and Publicity a small publication under the caption of *Hospitality* as a service to Tourist Resort Operators, which covers a cross section of questions and problems confronting the tourist industry.

#### WILL INCREASE ADVERTISING

3. The advertising campaign in 1946 was not along elaborate lines for the reason that there was desire to protect against a greater influx of tourists than our prevailing serviceable facilities could provide for in this, the first full year of peace. Our 1947 advertising campaign will be stepped up.

4. The reduced volume of travel, due in considerable measure to the elimination this year of the Boston-Yarmouth boat service, resulted in less than capacity business for certain tourist properties in the western end of the Province. The return of boat transportation next year will restore tourist travel in that area and will exceed pre-war volume. It is confidently expected that the future American passengers by boat at Yarmouth will surpass in numbers the mark set in 1938.



5. The conditions surrounding all forms of transportation into Nova Scotia militated against too much faith and hope for the 1946 season. The cumulative effect of circumstances prevented this Province from surpassing the tourist peaks of the past, for the following reasons:

- (a) Failure to operate the Yarmouth-Boston-New York boats.
  - (b) Rail traffic had reached the nadir of unpopularity due to war conditions.
  - (c) The roads which had been subjected to the heaviest war traffic in Canada did not ameliorate difficulties for the tourists. Nova Scotia Motor Vehicle licences increased during the war 25 per cent over 1938, the only Province that had such expanded traffic to contend with.
  - (d) A decrease of seven million U.S. motor vehicle registrations in 1946 over the peak pre-war year was a strong and definite trend towards reducing motor traffic from New York and the New England States.
6. (e) It might be well to ponder some of the possible consequences which were not conducive to the full success of our tourist industry in 1946 and, in this connection, I should like to refer to food-rationing, the inflated basic price of lobster and other sea foods which could not be served profitably at W.P.T.B. prices, and other conditions which were common to all provinces.

7. The procedure of determining the actual number of bona fide tourists in any section of Canada, which is in close proximity to the American border, is the very antithesis of an exact science. We must differentiate between tourists on the one hand, and those who are in the category of being commuters and casual visitors.

8. There can be too much buoyance and hope, too much zeal and ambiguity, too little accuracy, an excess of theory and conjecture, and too much fantastic faith in calculating both the number of tourists and their dollar expenditure in Canada. Let us be realists and remember that the tourist industry is a great one and is certain to increase. But let us deal in fact and not in imagination.

#### LUCRATIVE SOURCE

9. The tourist industry is such a lucrative source of far reaching revenue that it puts actual cash into circulation on the basis of wider ramifications than income from any other source. Nothing of greater importance emerges from a study of this whole business than the great power for good which arises from the social and economic relationships as a result of visits to Canada of our friends from across that great and friendly international border, the 49th parallel. The trend is "Holidays With Pay", and that further humanitarian policy of labour-management appreciation will be a tremendous stimulant towards increased travel in the future.

10. The Provincial Government owns and operates Keltic Lodge which is on the peninsula of Middlehead at Ingonish in the Cape Breton Highlands' National Park. The property on which Keltic is built is leased by the Dominion to the Government of Nova Scotia, and the Keltic development is a provincial responsibility, with the executive of the National Park's Bureau ever on the alert with their boundless energies, broad across-Canada experience and fine co-operative attitude to work and plan with the provincial authorities in furtherance of making the entire Keltic Lodge undertaking one of the most outstanding on this continent.

11. Keltic Lodge is a fully modern cabin property, built in 1940 and extended in 1946, with main lodge and several service buildings. Excellent golf course, salt and fresh water bathing, all types of fishing and the other recreational features so essential to a resort of this high standard. The total accommodation



for guests is 56 double rooms in two, four and eight room cabins. Electric power is available, an ideal water supply, a splendidly functioning sewage disposal system, all other essential requisites, and a radio-telephone with communications between Keltic Lodge and New Waterford-Sydney.

#### WILL EXTEND KELTIC LODGE

12. The ultimate program of the Provincial Government will be to extend the Keltic Lodge development from its present capacity of 100 to approximately 300. A central building is proposed when material, labour and other related factors suggest that the work should be proceeded with. The new building will be of wing design containing lounge and reception room, combined convention and public space, dining-room, kitchen and storage requirements, some staff quarters, boiler-room, and wing with probably 20 rooms.

13. Keltic Lodge rendered service to the public in 1940, 1945 and 1946. No operating profits have accrued from this development but there is the opinion that the 1946 results will at least strike equilibrium between expenditure and revenue. The total capital expenditure at Keltic to November 30, 1946, is estimated at \$432,000, and of this amount approximately \$216,000 will have been spent in 1946. It is apparent that the day is not far distant when construction expenditure at Keltic Lodge will reach a total of \$1,000,000, and there is confident belief that the financial statements of the future will cause public opinion to come definitely to the view that this is a sound Provincial Government investment, and that such will bring considerable tourist wealth and other advantages to Nova Scotia. An additional feature of the Keltic Lodge development is that such is but another fountain-head of man-days of labour for Nova Scotia. The opinion has been expressed that the Government of Nova Scotia would lease this development for operation to any organization in a position to handle this property in conformity with required standards of service.

#### RAILWAYS CONTRIBUTION

14. Nova Scotia, in common with the other provinces, is conscious of the extent to which the Canadian National and Canadian Pacific Railways have realized that the world's best hotels and summer resorts are not an experiment for Canada, but a necessity. The convulsions and consequences of recurring depressions did not blur the vision of Sir Henry Thornton and Sir Edward Beatty. Those two Canadian leaders mobilized their energies and were undaunted by critics who, in their mental blindness, alleged that Canada was over-building along the lines of hotels and summer resorts. The success of our tourist industry can be attributed in large measure to the policies of those who unflinchingly met every challenge, and who provided for Canada the foundation on which our whole catering service should be built. It is fortunate for our country that two tourist minded executives, in the persons of R. C. Vaughan and D. C. Coleman, the successors respectively of Thornton and Beatty, are inspired with conviction that the success of the tourist industry is essential to the best interests of the economy of Canada.

15. Well do I remember the periods of expansion in the west when the Canadian National and Canadian Pacific made lavish expenditure of millions of dollars on their respective resorts at Jasper and Banff. Let me tell you that those resorts do not pay directly, if there is taken into account interest on capital expenditure, depreciation and all other miscellaneous costs which become the responsibilities of other departments in the railways. But these resorts do create profitable markets for passenger traffic and for all the other "products"



which the railways have to sell. The C.N.R. and C.P.R. have their steel drawn across Canada to such extent that the constructive activities of both transportation systems are interwoven into every phase of commercial, industrial, financial, tourist and social life of this Dominion.

16. The Province of Nova Scotia has in force a joint policy of assisting tourist resorts and industrial developments through two funds which were created for the purpose of making available long term loans at interest rate of  $3\frac{1}{2}$  per cent. I shall acquaint you only with the nature and function of the tourist loans, bearing in mind that there are no political motives behind this business.

#### TOURIST LOANS

17. The Government of Nova Scotia ear-marked for 1946 the sum of \$250,000 for tourist loans. We did not wish to invade the precincts of the Chartered Banks, and so any funds lent were obtained by the tourist resort operators direct from the banks where their accounts were carried. The Government has, in all cases, obtained First Mortgage. The actual loans are made by the Chartered Banks at  $3\frac{1}{2}$  per cent interest which is payable monthly or quarterly, as the case may be. Repayment of principal is distributed over periods anywhere from three to ten years. The bank follows its conventional and orthodox procedure in making collections, and we have no reason to believe that they are less lenient and forbearing in collecting accounts of this nature than is the case with their regular higher interest-rate business which is without the element of security obtained from the Provincial Government. I do wish to pay tribute to the executives of the Chartered Banks for their co-operation in this connection.

18. The National Parks of Canada, of which Cape Breton Highlands is one, have been tremendous factors in popularizing this Dominion. There is no force that can defeat optimism, the optimism which came to me several years ago when I visited Banff, Jasper and Waterton National Parks, and when now I, as a result of such knowledge, catch a glimpse of the heritage and destiny of our great National Park in Cape Breton, the future of which is supremely important when one realizes that 318,471 tourists visited Banff, Jasper and Waterton Parks during June, July and August of this year. Our Cape Breton National Park is in its infancy . . . we want more of such assets in order that we may see further and more clearly with reference to the tourist possibilities of this Province and the Dominion.

#### REVIEW OF FIGURES

19. The following figures are a review of the tourist travel in Nova Scotia for June, July, August and September, 1946:

*Cars entering Nova Scotia June 1 to September 30*

1946—Digby—3,312 American, 377 Canadian; Amherst—11,648 American, 21,487 Canadian; Yarmouth—Nil; Tidnish—829 American, 151 Canadian. American, 15,789 cars. Canadian, 22,015 cars.

*Tourists Visitors Entering Nova Scotia, June 1 to September 30*

It is estimated that each tourist in Nova Scotia spends \$11.00 daily, \$3,000,000 in new money.

1946—Digby—31,631; Amherst—132,540 (Boston-Yarmouth boat not operating); Yarmouth—Nil; Tidnish—2,988; Bus Lines—13,955; Train—71,889; R.C.A. 228; 253,231 tourists.

20. There is one point on which I am sure we are all convinced. Today is the parent of tomorrow, and there can be no tomorrow for us in the tourist industry unless there endures the present companionship between the Canadian



and American peoples. There exists a matchless and worthy fraternal association of mutual admiration and parallel understanding which should be strengthened on every occasion when citizens of the two neighbouring nations meet in Canada or in the United States. Our common outlook, the good neighbour policy of Franklin D. Roosevelt, and the many traditions we share enable us to work together in appreciation of the importance and divine blessing of eternal friendship between these two peoples.

The chairman thanked Mr. Connolly on behalf of the conference and also on behalf of the Minister of Trade and Commerce. He said that Mr. MacKinnon was held in the same high esteem in Ottawa as he was in Nova Scotia.

The chairman agreed to get down to informality as soon as possible. He said he knew the provinces had prepared briefs and he wanted them for the record as he proposed to ask the Minister later on to have these briefs printed for the information of the conference delegates.

Mr. Dolan said he thought the conference should continue hearing the presentations by the different provinces. He hoped in the afternoon the gloves would be removed and if the delegates had anything to say about the Canadian Government Travel Bureau they would do so at the conference and not when they returned to their hotel rooms.

"My Minister and I want to know if the Canadian Government Travel Bureau is good, if it is bad;" said Mr. Dolan, "we want to know how we can improve our service and co-operate with you. That is the purpose of this conference."

## PROVINCE OF MANITOBA

Hon. J. S. McDiarmid, Minister of Mines and Natural Resources of the Province of Manitoba extended greetings and salutations from Manitoba, the central province of the Dominion—the Keystone province. He joined the other gentlemen in thanking Mr. MacKinnon for calling the conference. Mr. McDiarmid expressed pleasure in the fact that the Canadian Government Travel Bureau had at last found a permanent home. He thought this conference, the first of its kind ever called in Canada was something long overdue and something really worthwhile. In view of the fact that there were men in each of the provinces who were spending a lot of time and a lot of public money on this enterprise, Mr. McDiarmid thought it was fitting that these provincial representatives should sit down with the Dominion government, the father of the tourist industry, and discuss with them the problems relating to this industry.

Mr. McDiarmid submitted the following:

### *Greetings from Manitoba*

The Honourable James A. MacKinnon is the first Minister who has shown the initiative of calling the representatives of the different provinces together to discuss with them the Travel Industry.

The Travel Industry is big business and I join with all others in offering Mr. MacKinnon our heartiest congratulations. It is a pleasure indeed to know that this expanded program will tie in directly with the Minister and the Department whose interests are so closely related to the furthering of Canada's trade in all parts of the world.

Canada wishes to offer the world traveller the best that he will find anywhere. I firmly believe that international travel has been, and will continue to be, one of the greatest stimulants to the cause of world peace and world progress.



I know we all wish to look forward to better things, but I think we should pause for just a moment and look back to see the great advance that has taken place in Canada's travel industry in the past few years. Let us remember the intelligent and excellent service which Mr. D. Leo Dolan has given to this industry for more than a decade and, gentlemen, that service was rendered mostly under very trying conditions.

### YEARS OF DEPRESSION

Let us remember, too, long years of drought and depression of the 30's and the six long years of war and let us pay tribute to the pioneers of the industry who have given such yeoman service in spite of great handicaps. All of you agree with me in this. I am sure there is no necessity of mentioning any names, but I am sure you would also wish me to mention at least the names of Claude C. Bonter of Montreal and Dr. G. H. Worthington of Vancouver, two outstanding Canadians, two pioneer gentlemen who did a great deal for the Travel Industry of Canada.

This is an important business meeting.

This is an occasion where we must view the travel business on a national basis without thought of sectionalism or provincialism. The travel industry is vital to all Canadians and for that reason I should like to see this Conference decide upon a program of action which would ensure equitable treatment for all provinces and adequate promotion and development of all the tourist attractions of all of the country.

### WHAT OF THE FUTURE?

Now gentlemen—where do we go from here?

We have a great country—great in resources, industry and opportunity—a country of great spaces—a land of immense agricultural and horticultural wealth—rich in timber, game, fur, fish and all the products of forest, land, and stream—rich in mineral wealth and water power. Gentlemen—the men working in your Natural Resources Departments are working for the Travel Industry.

All of our natural resources are tourist resources and must not only be used today, but developed and conserved for future generations. There is no place in the world to surpass this country in magnificence of natural attraction. This country combines the ways of life—of the ocean—the mountain—the forest—the land and the metropolis.

We are a favoured people. Our invitation should be to the peoples of the world. Gentlemen—this is a national job.

I was glad to hear a year ago, as I am sure you were, the pledge of the support of all Federal Agencies—the Canadian Travel Bureau, the Canadian Broadcasting Corporation, the National Film Board, the Canadian Information Service. I was glad to hear the offer of adequate funds for publicity of appropriate form and timing. I am sure we are all glad to note that during the year the difficulties and delay in Border crossings have been reduced to the minimum.

### CANADIAN CAMPAIGN

In this first post-war year I was particularly impressed with the campaign undertaken by the Canadian Travel Bureau in the Press of Canada pointing up the theme that "Tourist Business is Your Business" and urging the people of Canada, in spite of crowding and shortages, to give our American visitors a warm welcome for their first post-war vacation. One of these advertisements stated in



part, and I quote: "In the years ahead, as our ability to handle tourist traffic grows, who is to say how big this business may become? For Canada is in an enviable position—a natural vacationland, next door to the most travel-minded Nation in the world".

And then it goes on to say: "WE WANT THEM TO COME AGAIN"; and that, Mr. Chairman, to my mind sounds the keynote for the work to be undertaken at this conference. "WE WANT THEM TO COME AGAIN!" Our problem is not only to convince our southern neighbours to visit us ONCE, but to build up conditions which will make them want to return to various parts of Canada year after year.

I want you to know that I am definitely in favour of publicizing extensively the attractions we have to offer. Nevertheless, I am convinced that all the promotions and publicity stunts we can conceive will not bring our visitors BACK AGAIN if we do not provide improvements and extensions to our highway system—if we do not develop our park areas, our forests, our wild life resources and many other services which visitors have a right to expect.

In order to complete the picture, I must tell you that our highway system in Manitoba has suffered seriously through the war years and must be put into shape; that we have large regions which offer immense possibilities for recreational purposes but which can be made accessible only by costly additions to and extensions of our highway system.

#### DEVELOP PARK AREAS

We have park areas to develop and our forests and wild life resources to protect. I am one of those who hold to the view that we should get on about our business of building roads, developing parks, protecting and re-stocking our forest and wild life resources—I am one of those who believe that during the last few years of stress and trial our great transportation companies, our hotel systems have done a tremendous job under difficult circumstances and have given better service in Canada than any other nation in the world, but we need tremendous expansion of all our facilities, and, gentlemen, we need more roads—we need better roads. Canada is not doing herself justice unless she provides herself with better roads—very much more hard surface roads. Take a look at the road system of the great Nation to the south of us, which now has 1,430,000 miles of surfaced roads, largely built with Federal aid. Sufficient surfaced roads to extend 500 times across their continent.

#### GET DOWN TO BUSINESS

So gentlemen, let us put aside the ballyhoo—let us dispense with the "froth and bubbles" and let us get right down to the real problems facing the Travel Industry in our country today. Let us recognize that we need development, conservation and more and better accommodation to adequately take care of our visitors. Gentlemen, we need roads; more good hard-surfaced roads. Think what it would mean to Canada if we had not 1,500,000 miles of roads, not 150,000 miles of roads—to which we might aspire, having one-tenth of the United States' population, but even if we had one national trans-Canada highway, hard-surfaced and 15,000 miles of other hard roads.

These are the problems facing Canada's Travel Industry today and it is to the solution of these problems that I hope the best efforts of this Conference will be devoted during the next three days.

The chairman asked the delegates if it were their pleasure to meet every morning at 10 a.m., convene at 12.30, resume at 2.30 and continue until 5 p.m. or later if necessary. The conference agreed upon these hours.



## PROVINCE OF PRINCE EDWARD ISLAND

Lt. Col. W. W. Reid, Supervisor, Prince Edward Island Tourist Bureau, said that like his brother orators he had come with a prepared brief, but before presenting it he wished to extend the sincere regrets of Hon. Walter Jones, Premier of Prince Edward Island, for being late in arriving at the conference. Mr. Jones hoped to be present for some of the deliberations, but in his absence he had requested Lt. Col. Reid to speak for the Province of Prince Edward Island.

Lt. Col. Reid expressed appreciation of his opportunity of meeting these gentlemen who had been in the tourist business for a long time. He said he felt deeply within his heart that he would return to his little island province refreshed and with considerable knowledge gained from the conference. He knew that knowledge would be of great benefit in formulating his program for next year.

Lt. Col. Reid spoke as follows:

Mr. Chairman, Hon. Mr. MacKinnon, Ladies and Gentlemen:—

It was with the utmost pleasure that I received the information that I would be afforded the privilege of attending this present conference and have the honour of submitting the following brief on behalf of the Province of Prince Edward Island. May I respectfully ask your due consideration of our brief and urge that this conference not only consider our recommendations but do something tangible to see that they become reality.

We on Prince Edward Island consider the Tourist Industry to be our third largest industry, with those of Agriculture and Fishing being the only ones of more financial benefit to the Province. However, in order to keep the tourist trade in its proper place good accommodation is needed. In spite of the fact we have had a certain extra amount of accommodation provided during the present year we on Prince Edward Island are still sadly lacking in good accommodation of the type the real tourist requests. I might say at this point, gentlemen, that the season of 1946 has been according to present reports and estimates, the biggest year for tourists yet experienced on the Island, but we are far from happy about our accommodation situation, particularly in our National Park area where we have miles of splendid beaches and an excellent golf course, but next to no accommodation.

### NEED MORE ACCOMMODATION

This, gentlemen, is a serious situation and anything but helpful to the Canadian Tourist Industry because, after all, Prince Edward Island is one of the nine Provinces and like the others is desirous of doing her part to keep the tourist business on a high level. With this point in view, it is recommended by "Canada's Only Island Province" that this Convention strongly support her in asking that the National Parks Branch, who have done such a splendid job of publicizing our Prince Edward Island National Park, will now either provide suitable tourist accommodation in our Park or assistance to those who would develop such accommodation.

Transportation is the next matter of vital importance to the Tourist Industry which I should like to discuss. During the present season tourists have travelled to the Island by plane, steamship, bus, automobile, and train. I must say that Maritime Central Airways have done a splendid job at all times with their greatly expanded air schedule which links the Island with other Maritime points and connects at Moncton with Trans-Canada Airlines and Northeast Airlines. Another service greatly enjoyed by tourists and, although only this season re-opened after being closed due to the War, one



which promises much in the way of assisting in tourist trade expansion, is the *Montreal-Charlottetown-Newfoundland service of Clark Steamship Lines*. This trip has proven very popular and we are looking forward to results from this source as the run is developed. With regard to *bus travel*, we feel that S.M.T. connecting with various lines on the Mainland via Borden-Cape Tormentine, and Irving Bus Service which links up Acadia Coach Lines with the Wood Islands-Caribou Ferry on the Nova Scotia side, are rendering splendid service. These lines, ably supported by the various local bus lines on the Island, have made travel by bus very popular and enjoyable. With the removal of gasoline rationing *travel by automobile* has again become popular and this year both the Canadian National Railways' Ferry at Borden-Tormentine and the Northumberland Ferries at Wood Islands-Caribou report an all-time high in numbers of vehicles ferried to and from the Island during the months of July-September. It might be stated at this point that for real enjoyment of some of the best in rural scenery, we can think of nothing better than a drive over our Island roads. By way of improving our roads this year, considerable repair work and sub-grading was done. Another added feature was the thousands of road signs we had erected to aid the tourist. This program will be continued next season. As in the past, great numbers of tourists came to the Island *by rail*. In connection with this mode of travel many observations were received by our Travel Bureau staff. Trains were over-crowded, difficulty was experienced in securing meals, there was too much time wasted in getting from Moncton to the Island and return. In connection with these complaints, may we be permitted to say that the over-crowding and shortage of food is understandable but that the delay in moving from Moncton to the Island and the slowness of rail transportation in general on the Island has been occurring for years and it is felt by the Prince Edward Island Travel Bureau that this Convention should urge the Canadian National Railways to take steps to overcome this slackness in their service by supplying new equipment such as jitneys etc. to the Island Division of their Railway.

#### PROGRAM IN 1946

During the 1946 season our Tourist Department again opened our Aulac, New Brunswick, Bureau for the period June 15-September 15. This Bureau was kept quite busy and in spite of the odd bit of criticism (principally from Islanders) was of considerable assistance to tourists in providing general information and sailing times of the Car-Ferry plying between Cape Tormentine and Borden. As an improvement on this service it is presently planned for next season to have one of our representatives established on the C.N.R. Ferry in order to give more visitors to our Province first-hand information before they reach the Island. With reference to advertising, a very aggressive program was carried out this season. Our 1947 program is now being planned and comprises both indirect and direct advertising with a very definite tendency toward tourist promotion rather than simply toward good-will. A possible innovation in Tourist Bureau service was the hospitality service given this season by our Charlottetown Office. This service, which was cheerfully rendered, actually placed people in as near as possible the type of accommodation they requested and in many instances included personal guiding to the accommodation.

This present season saw a tremendous improvement in ferry service to and from the Island. The second steamer on the Wood Islands-Caribou service solved the problem of what had been a serious bottle-neck. The *Prince Edward Island* on the Borden-Cape Tormentine run, in spite of the criticism we hear from time to time, has done a splendid job running almost continuously night and day. With the arrival of the new Ice-Breaker *Abegweit* this service will be greatly improved. However, three recommendations this Province would like



to submit for the support of this Convention are that the approach to Cape Tormentine be paved; that dredging operations at Wood Islands be expedited; and that the Department of Transport be asked to erect proper rest-room facilities at Borden, Wood Islands, Cape Tormentine and Caribou. The situation at all the piers just mentioned is disgraceful and a menace to health. Something must be done quickly to remedy this "black-eye" to the Tourist Trade.

### NEED MORE SERVICE

In conclusion, gentlemen, again let me say how grateful I am for the opportunity to present this brief and again let me remind you that we are all Canadians, each Province is a link in the tourist chain, and that in asking for accommodation in our Park, rest-rooms on our piers, and the improvement of railway service, we do so in the spirit that these improvements will not only help the Island but the whole Canadian tourist trade. In other words, you have heard what we feel is needed in our Province to help make the tourist happy and we on the Island want the other Provinces to make their recommendations also being assured that they have the backing of Prince Edward Island in any project which will help further the Tourist Industry in Canada.

### PROVINCE OF ALBERTA

Hon C. E. Gerhart, Minister of Municipal Affairs and Minister of Trade and Industry for the Province of Alberta, said that the tourist industry did not come under his department. Hon. A. J. Hooke, Provincial Secretary of Alberta, under whose jurisdiction the Provincial Tourist Bureau now operated was unable to attend the conference and had directed Mr. Gerhart to submit his statement of policy by the Government of Alberta on the travel industry.

Hon. C. E. Gerhart presented the following submission on behalf of the tourist industry in Alberta:

Mr. Chairman, Ladies and Gentlemen;

The Government of Alberta has been formulating plans for the development of a large-scale and stable travel industry for the past nine years. The program was launched early in 1939 shortly after the establishment of the Publicity and Travel Bureau, but the scope of the program was, of necessity, restricted by lack of accommodation, especially in our Rocky Mountain National Parks. In that year, largely as a build-up for business 1940, we spent the modest sum of about \$13,000, most of this sum having been contracted under agreements for magazine space and radio time prior to the outbreak of war.

As a result of rapid strides which had been made in our road building program through which many of our trunk highways were hard surfaced temporarily, and because the Dominion Government issued an appeal to the Provincial Governments to encourage foreign travel to Canada in order that this country might benefit from the resulting influx of foreign exchange so badly needed for war purposes, the Alberta Government virtually doubled its expenditure in 1940 by appropriating \$25,000. In 1941 the appropriation totalled somewhat in excess of \$20,000. These, admittedly, were modest sums compared with those spent by other communities, some of them much smaller than Alberta, but it should be remembered that, in an agricultural community such as ours, it was, perhaps, to be expected that tax payers far removed from the immediate benefits of tourists' spending should have a keener appreciation of the value of hospitals, schools, market roads and other services than of catering to motorists whom they regarded as strangers. It was manifestly obvious that, if the travel industry in



Alberta was to receive the Government support which its healthy development demanded, an intensive educational campaign was necessary to convince public opinion of the importance of this lucrative industry, especially in its relation to the farming community.

#### EFFECTS OF WAR YEARS

The effect of the entry of the United States into the war is well known. Whereas the Dominion Government had asked the Provincial Governments to encourage American travel to Canada in 1940 and 1941, the call went out to discourage it after Pearl Harbour and what national urgency suggested, rubber and gasoline shortages effected with a most remarkable finality. But, which was probably more significant from Alberta's viewpoint, was the immediate necessity of building airports and the consequent withdrawal of machines, materials and manpower from our plans for completing highways and roads to the more immediate task of winning a war.

For the next four years our principal south-north highways withstood the merciless pounding of heavy trucks speeding men, supplies, materials and equipment to those engaged in the colossal task of building the Alaska Highway and in keeping open, after it has been completed, that vital connecting link between the far north and the rail supply lines of the south. The result was that, when the tourist season opened in 1946, and in spite of the fact that the Legislature had voted more than \$6,000,000 to build or reconstruct and maintain our road systems, it was a physical impossibility, due largely to the lateness of the spring, to be fully prepared for the tremendous throngs that flocked northward to Waterton, Banff, Jasper and Elk Island National Parks, to the Calgary Stampede and the Edmonton Exhibition and to the numerous prairie lakeside resorts, to say nothing of the most prolific big game and bird hunting fields on the continent which extend throughout Alberta's entire foothill region and onward to the north for more than a thousand miles.

The Alberta Government now feels that the time has arrived when, with its highways from the main entry points on the American boundary to the National Parks resorts restored to modern standards, and with accommodation facilities greatly increased in these parks, it is not only opportune but necessary to proceed as vigorously and as speedily as possible with the development of Alberta's travel industry in accordance with the program launched in 1939.

#### ALBERTA'S PLANS

This program, which has been founded upon broad principles which permit great flexibility, will involve the use of magazine and newspaper space, radio time, motion pictures, posters, picture and informational booklets, entry point information services, and folders, road maps and maps depicting, especially, big game and bird hunting districts. The campaign will feature competitions for photographers, anglers, hunters, essayists, poets and composers of music. It will encourage editors and feature writers and newsreel and short-subject motion picture producers to visit Alberta. It will encourage tours of travel bureau officials and school teachers especially through travel agencies and, possibly which is more important, it will involve a training program for those who are now, or wish to become engaged in the travel industry. Another feature will, of course, be an annual conference of those within the Province who are directly interested in the growth of the travel industry.

Briefly to refer especially to some of the headings I have just enumerated, advertising in magazines and newspapers and over the radio will be placed through established advertising agencies and, efficiency and service being equal, a preference will be given to those agencies which are paying taxes in Alberta and employing Alberta personnel.



It is our intention to co-operate to the fullest possible degree with the travel-promoting offices of the Dominion and other Provincial Governments. To this end, we are supporting the efforts of the Canadian Association of Publicity and Tourist Bureaus in which we hold a membership and to whose funds we contribute according to the levies decided as fair and equitable by our representatives in consultation with the directors of the Association. Our travel bureau will keep the Canadian Travel Bureau fully informed at all times concerning the advertising we place, the media and date of publication. Already we have received from the Canadian Travel Bureau its newspaper campaign proofs, dates of insertion, media, etc. and this has given us considerable guidance in our effort to prevent duplication. Our travel bureau maintains a particularly close contact with the British Columbia travel bureau and the Alberta bureau have published literature co-operatively because our interest in the development of the Rocky Mountain National Parks and the districts contiguous to the Alaska highway have so much in common.

I would like to stress, again, that we consider that the Canadian Association of Publicity and Tourist Bureaus and travel conferences such as this which you, Honourable Sir, have called, provide the logical and efficient means for the close co-ordination of effort within the industry in Canada and also as a means through which we may benefit from a healthy exchange of constructive ideas. Later I shall mention another kind of association which we consider necessary for other purposes.

#### PHOTO COMPETITION

At this time, however, I would like to mention the feature of competitions which we have included in our program. Competitions for anglers have been conducted successively in some provinces. Similar events for photographers have been popular also and we intend to encourage them but we feel that, especially in our beautiful lake districts and our magnificent mountains, we have something to inspire the essayist, the poet and the composer of music. Truly, this is a field which needs a more concentrated exploration, and we are eager to co-operate with the Canadian Association of Tourist and Publicity Bureaus if it cares to promote such competitions.

It has been our experience in the past that it is more satisfactory to invite editors, feature writers and others in this class to visit Alberta individually rather than in groups on tours. This is so because such persons prefer to be free from routine trips and entertainments arranged on set schedules. On the other hand, tours arranged especially for school teachers, travel bureau executives and personnel and groups of young people seem to be more effective than visits by individual members of such groups, possibly because of the reduced rates usually granted and because of the camaraderie and good fellowship which usually develop.

In connection with our proposed training program we are arranging a series of short courses in co-operation with the Boards of Trade and Chambers of Commerce in some of our most convenient centres. These short courses will stress courtesy and service, of course, but they will contain discussions on law as it pertains to liability to the public, employer-employee relations, wages and working conditions, and fishing and hunting regulations. The courses will contain discussions on purchasing and repairing of furnishings, bedding and so forth; the purchasing and preservation of foods, sanitation; the preparation of menus; preparation and serving of meals and so forth, and they will strive to interest those in attendance in the importance of learning the historic details of outstanding events in their respective districts and the historicity of sites and locations associated with such events. We do not intend, at first, to include too much in



the curricula of these courses but we plan to have those who will lead the discussions prepare their papers well in advance so that they may be studied by the students. The actual discussions during the courses will be conducted like round-table talks.

### INTERNATIONAL CO-OPERATION

I referred, earlier, to another association which we consider necessary to the development of a healthy travel industry. It is our association with those in the travel industry in our friendly neighbour nation south of the border. We need our Canadian association through which to plan co-ordinated and co-operative effort. We need our association in the United States through which to distribute literature and travel information and with which to co-operate in sportsman and travel shows. We need friendly contacts in the United States immediately south of our own provinces through which we may contact the travelling public. Therefore, we, in Alberta, maintain a close and harmonious relationship with the Pacific North-West Tourist Association, whose American membership is drawn from the States of Oregon, Washington, Idaho, Montana and North Dakota.

The plans of this association for the coming season have not yet been formulated because the annual meeting is to convene in Spokane on October 31. However, in past years, the association has promoted travel tours and sent lecturers and motion pictures on winter tours throughout the southern States to promote travel northward. It has also entered very splendid exhibits in sportsman and travel shows in several American metropolitan centres. It is expected that its efforts may be extended somewhat during the coming year.

In concluding this report, it is necessary to mention that we intend to license automobile camps and cabin establishments outside of the national parks, and grade them according to the nature of the accommodation and sanitation facilities which they provided. Their own committee drafted the licensing regulations which were debated, in detail, at a conference called subsequently in Edmonton. They have long realized that such regulations have a direct protective benefit for themselves and for the industry as a whole and that it safeguards, and instils confidence in, the travelling public.

I wish to extend, to you, Honourable Sir, your colleagues and all assembled here, on behalf of myself and my colleagues, our keen appreciation, not only for this opportunity to tell you what we are trying to do in Alberta, but for your kind attention during my remarks, and I sincerely hope that what I have reported may be, in some small measure, of interest and use.

Respectfully submitted on behalf of the Government of Alberta.

### PRESS

The chairman told the conference that representatives of the press had been present at the opening of the conference. He asked the delegates for an expression of their wishes with regard to the presence of the press at subsequent sittings. Hon. Harold Connolly of Nova Scotia thought it would be a great mistake in not having the press present at all the deliberations of the conference. As there was no opposition to the presence of the press, the chairman said he would extend an invitation to them to attend any session of the conference.

The conference adjourned until 2:30 p.m.

### *Afternoon Session—Monday, October 21, 1946*

In opening the afternoon session the Chairman informed the conference the suggestion had been made, by two or three of the delegates, that in view of the great mass of material presented during the morning the conference should



adjourn early after the conclusion of the reports by British Columbia, Saskatchewan, and perhaps one or two others in order that the delegates might have an opportunity to digest some of the very valuable information which had been presented. Thus they would be able to approach the various subjects from an intelligent angle.

The Chairman said he was in favour of an early adjournment to study the various briefs presented before taking upon himself the task of presenting his statement on behalf of the Canadian Government Travel Bureau the following day.

The conference agreed in favour of an early adjournment.

## PROVINCE OF BRITISH COLUMBIA

Hon. L. H. Eyres, Minister of Trade and Industry for the Province of British Columbia, expressed his regrets at not being present to personally thank the Hon. Mr. MacKinnon for inviting him and the Deputy Minister of his Department, Mr. E. G. Rowebottom, to this conference. Mr. Eyres also wished to compliment Mr. MacKinnon on holding a function of this kind at this time. In the present period of reconversion, Mr. Eyres said he knew of nothing more in need of reconversion than Canada's tourist industry. There was no doubt in his mind that tourist travel was going to be one of the leading industries. Mr. Eyres stressed the importance of showing courtesy to the visitor.

Hon. L. H. Eyres proposed to tell the first half of the story of the tourist industry in British Columbia and have Mr. E. G. Rowebottom carry on with the second part.

Hon. L. H. Eyres spoke as follows:

British Columbia has always been keenly interested in the Tourist Industry and thoroughly alive to its importance as an economic factor. Bearing in mind the many advantages which British Columbia enjoys, and its immense appeal to traveller and sportsman alike, that attitude is very natural.

The British Columbia Government Travel Bureau of the Department of Trade and Industry exists mainly for the fostering and encouragement of recreational travel within the Province, and for years has conducted a well-conceived and far-reaching campaign to that end. The compiling, publishing, and circulating of descriptive and informative booklets, designed to convey a comprehensive idea of the Province as a whole, and of its industrial, social and scenic background, has always been one of the Bureau's chief activities, and in a normal year some 600,000 pieces of literature are distributed.

This is augmented by a vigorous newspaper and magazine campaign, the main impact of which is directed to the eleven Western States, but which is made greatly wider in its scope by the inclusion of certain carefully-selected media of nation-wide and indeed world-wide influence. The wisdom of this has been strikingly emphasized within the last few weeks by receipt of enquiries for our travel literature from several points in Australia.

## MOTION PICTURES

Another and highly important activity which the Bureau has been steadily developing is the making and circulating of 16 m.m. Motion pictures in sound and colour, and a remarkably effective series has been produced, representative of all parts of the Province. While those pictures are designed mainly to present its scenic and recreational attractions, the other aspects are by no



means neglected, and care is taken to give due prominence to the industrial activities and to the opportunities which they afford. British Columbia is singularly fortunate in that even its industries are pictorial, and lend themselves most effectively to inclusion in these films.

Still other activities are the work of the Field Representative in establishing and maintaining contacts throughout the Western States, the area which we have always regarded as our chief travel market, and regular participation in Outing Shows and events of a similar nature. Our Field Representative has been untiring in his work of maintaining established relations and making fresh contacts, many of which have proved most advantageous in widening our field and increasing the popularity of British Columbia in that highly prolific area, from which we have reaped a most gratifying response for many years.

Outing Shows for obvious reasons were discouraged during the war years, but their resumption on an even more lavish scale than in pre-war years may confidently be expected, and we shall continue to give them our whole-hearted support in so far as our funds will permit.

#### TOURIST LITERATURE

The production and circulation of attractive booklets and folders is a feature to which the British Columbia Government Travel Bureau has always given great thought and care, and it feels justly proud of the extent and quality of its publications, and of the manner in which they present the infinitely-varied aspects of the Province. This activity will be pursued with undiminished energy, and every effort made to improve the format and keep fully abreast of the modern trend.

In dealing with the impressive and steadily-growing volume of enquiries which reach it day by day, the Bureau makes a point of imparting the personal touch wherever possible, a policy which has produced quite astonishing results and has placed it on an intimately friendly footing with an amazing number of enquirers.

The Bureau believes, and has never been reluctant to state, that it cannot hope to achieve the proper level of efficiency and service without the complete co-operation of the resort-owners, and in this it feels it has been singularly successful. At all times and without exception they have shown their readiness to assist, and have been unsparing in their efforts to strengthen its hands. The Bureau finds this particularly gratifying, and is fully cognizant of the importance of maintaining this close and friendly relationship.

#### FAR REACHING STEP

Influenced largely by this feeling and by the desire to do all in its power to foster and cement the industry, the Bureau took, in November, 1943, what has proved to be a far-reaching and most beneficial step when it moved towards the formation of an Association to represent the resort-owners as a whole. It seemed clear that they would have nothing to lose and much to gain from such a movement, in that the suggestions and recommendations of an Association might be expected to carry more weight than those of an individual, since it would be evident that the views expressed were those of the majority. The suggestions met with a prompt and most gratifying response, and the Association is now actively in operation on Vancouver Island, in the Greater Vancouver area, the Lower Fraser Valley, the Kamloops area, the Cariboo, and the Okanagan Valley, with every evidence of its becoming general throughout the Province.



It was with the assistance and full co-operation of the Association that the Bureau framed the Regulations Governing Tourist Camps and Trailers which have aroused so much favourable comment by other Provinces, not a few of which have adopted similar codes. In applying them, the Bureau was prompted solely by the feeling that a tourist industry can be no better, really, than its accommodations, and that promotional work and the development of facilities must walk in step.

Just as soon as conditions permit and materials which are now in short supply become available, a system of classification will be instituted, to result, it is hoped, in a substantial measure of uniformity in accommodation and service within the respective groups. Proper accommodations, fairly priced, are, we firmly believe, the essence of the industry.

### COMFORTS FOR VISITORS

With the industry organized as we hope to have it in British Columbia, the visitor will have the comfortable feeling of being cared for by a responsible body, and of finding accommodations which are clean, comfortable and well tended.

Here it may be pertinent to state that at this present moment 837 resorts—auto courts and camps, hunting and fishing lodges, guest ranches, etc.—are registered with the British Columbia Government Travel Bureau, representing an investment of not less than \$10,000,000, and capable of accommodating 20,000 guests.

This might seem to reflect a very satisfactory condition, which it does in so far as concerns the quality of the accommodation and the attitude of the resort-owners towards the travelling public; but the season of 1946, with its altogether unprecedented demand so completely overwhelmed our facilities in many sections of the Province as to leave us thoroughly aware of the fact that they are still entirely inadequate. Good as they are—and we have many of the finest establishments of their kind on the North American Continent—there is still ample room and abundant opportunity for expansion. That this fact is generally recognized is evidenced by the energy with which established operators are preparing to increase their capacity, and the rapidity with which new operators are coming into the picture, a great many of them ex-service men who have chosen the tourist industry as an attractive means of rehabilitation.

### INTERGAL PART OF LIFE

British Columbia is peculiarly fortunate in its appeal to the visitor, and is in an excellent position to cultivate and benefit from this great industry. Tourism has become so intimate a part of life as we live it today that nothing can permanently injure it. The urge to travel is too deeply rooted; so long as people can travel, they will. Like all industries, it must experience its inevitable ups and downs, but nothing can destroy it. So long as we have the means to travel, we will travel. That condition is universal; the more prosperous and more advanced the people, the more pronounced we find it. That is the credo of the British Columbia Government Travel Bureau, and the basis upon which it plans to operate.

It realizes, too, the intimate relationship between the tourist and the permanent settler. Our visitors come to enjoy our scenery, they come to hunt, they come to fish, but they also come to look around, to size up the country and its possibilities, and above all its people. The universal courtesy with which



the tourist is received is one of our most valuable assets, and one which impresses him as much and as favourably as our scenery and our game resources. It is an extremely potent factor in converting him from a visitor into a permanent resident.

The British Columbia Government Travel Bureau has been at great pains to develop that angle, namely, the giving of information to prospective settlers, and has brought it to such a degree of efficiency that it is now recognized universally as the channel through which all such enquiries are handled and the source to which all enquirers should be referred. This activity may be expected to grow steadily in importance, and while it will not be allowed to become the Bureau's main preoccupation it can never again become a secondary interest.

In summing up his remarks, Mr. Eyres said: "Come to British Columbia one and all—to the province that has everything".

Mr. E. G. Rowebottom, Deputy Minister, Department of Trade and Industry for the Province of British Columbia, presented the following travel promotion policy of the British Columbia Government Travel Bureau:

*Policy*—British Columbia has always recognized the vital importance of the Tourist Industry and has based its policy upon the absolute necessity of giving that full measure of recognition to this all important economic factor.

That is to say it has neglected nothing which would further the interests of the Tourist Industry:—

1. By advertising, regionally and nationally.
2. By regular systematic personal field contact work.
3. By the production and wide-spread distribution of informative literature.
4. By the making and circulation of 16 m.m. Motion Picture in Sound and colour.
5. By the production and world-wide release of 35 m.m. pictures.
6. By the production of articles on British Columbia with the basic facts and "Stills" of Scenic and Recreational Subjects regularly and frequently released to appropriate media.
7. By organizing the Resort Owners of the Province.  
By working closely with them through our Field Representatives who acts in an advisory capacity.  
By establishing a high standard of accommodation for which comprehensive regulations have been framed.  
By regular service of informative news letters.
8. By direct mail in response to countless enquiries.
9. By the regular use of an Advisory Council set up to advise upon problems confronting the British Columbia Government Travel Bureau in its work of Travel Promotion.
10. By participating in Outing Shows and Exhibitions calculated to present the attractions of British Columbia to Sportsmen and potential travellers.
11. By co-operating with other Departments of Government Service in developing attractions of the Province such as Provincial Scenic Parks, Historical Sites and Points of Interest.
12. By encouraging and supporting the development of Regional Bureaus throughout the Province.



## 13. By inter-provincial co-operation.

It is our established policy to encourage inter-provincial travel to the extent of actual co-operation with our sister Province of Alberta in producing joint folders featuring the complementary attractions of the two Provinces. We believe this to be the only instance of inter-provincial associated effort.

## 14. By close and active co-operation with the Governments of the States of Oregon and Washington. This includes joint advertising in National Magazines of the Pacific Northwest as a unit, and by working with the Province of Alberta and Regional Agencies throughout the Pacific Northwest in many promotional efforts.

## PROMOTIONAL PLANS FOR 1947

*Advertising, National and Regional*—Based on the Policy which has just been outlined it is our intention to engage upon a Regional and National Advertising Campaign.

During the past few years we have felt it incumbent upon us to conduct our campaign in accordance with expressed policy of all Governments, to refrain from direct appeal for travel. Now with that necessity removed it is our hope to embark upon a wide and more comprehensive campaign than even in pre-war years. It is my intention to ask for the sum of \$75,000, which on the basis of past experience, represents approximately one-third of one per cent of the revenue which we hope to secure during 1947. By a Regional Campaign we mean a campaign conducted in selected newspapers and magazines circulating in the eleven Western States.

*Field Work*—Our field contact work will be maintained and widened by the inclusion of certain States which we have not heretofore cultivated. This was done in 1946 by the inclusion of the State of Texas.

*Literature—Motion Pictures—16 mm.*—Our plans include revising, modernizing and reprinting our more popular publications, as well as the addition of new and attractive folders and travel maps, to bring them into line with new highway construction. We shall continue to develop and expand our Motion Picture Library by making of additional regional films.

*Motion Pictures—35 mm.*—In regard to 35 mm. films, this matter has still to be considered as we are not yet definitely aware of what funds will be at our disposal. We fully appreciate the value of this medium and have no intention of neglecting this method.

*Publicity*—With the easing of the newsprint situation we hope to enlarge upon the release of articles to appropriate media. Our experience in the past makes it clear that excellent publicity is secured through interesting and timely articles of this nature.

*Co-Operation Tourist Resorts—Inspection*—It is our intention to foster and develop in every way our friendly relations with the Resort Owners throughout the Province, whose co-operation we realize is essential to the building of a permanent industry. This will include—when conditions permit—a careful classification of accommodation and a regular system of inspection by our Professional Sanitarian.

*Tourist Council*—In discussing policy reference has been made to the functions of our Advisory Council. It is our intention to expand this Council by the inclusion of Associate Members so as to give a greater representation on this council.



*Outing Shows and Exhibitions*—We shall continue to support Outing Shows and Exhibitions in so far as funds will permit, being fully aware of their value as promotional agencies.

*Syndicated Newspaper Publicity*—While I have not specifically mentioned syndicated newspaper releases, past experience disposes us very favourably towards them and it is our intention to again adopt our pre-war policy of including them in our Publicity Campaign.

*Outdoor Advertising*—Another pre-war activity of ours was the use of strategically placed billboards and this we might find ourselves able to resume. I would welcome an expression of opinion from this group on the value of this medium.

### CONCLUSION

Before concluding I would like to pay a sincere compliment to the promotional work done on behalf of all of us by Mr. D. Lee Dolan, Director of the Canadian Travel Bureau. This campaign has attracted continent-wide admiration and appreciation and we are all agreed that it has been most effective.

I would like to comment especially upon the educational value of his campaign in impressing the citizens of Canada not only with the value of the Tourist Industry, but with the part which each individual can play in building International Good Fellowship and Goodwill, and nothing could be more important at this juncture in world affairs.

I hope Mr. Chairman, that opportunity will be given for full and frank discussion on the value of Regional Advertising. By this I mean featuring the peculiar attractions of each individual province by the Canadian Travel Bureau, in the areas tributary to that province.

Personally I have a warm appreciation of what Mr. Dolan has done in this direction but feel this policy might be developed to a greater extent to everyone's advantage.

Another point which occurs to me is the wider use of 35 mm. film. Extensive use of this medium is beyond the means of most of the provinces and in my opinion a properly co-ordinated series would be of inestimable value. Might I suggest that Mr. Dolan give this thought his serious consideration with the assurance that as far as British Columbia is concerned every support will be accorded to the extent of our ability.

Of all the many attractions in Canada, none is more outstanding nor more universally admired than our magnificent National Parks.

I take this occasion to express a sentiment which I am sure is shared by all of us when I refer to the splendid development and administration of this valuable asset by the Department of Mines and Resources. Its methods are regarded as a model for all such undertakings.

The Department has been singularly fortunate in its personnel and it is with regret that we learn of the retirement of Mr. Robert J. C. Stead who has done such splendid work for so many years in promoting and publicizing these National Parks.

We noted with pleasure and interest the creation of the National Tide Water Park at Cape Breton and we in British Columbia earnestly hope that the time is not far distant when the Pacific Coast will be similarly favoured.

Here I would like to comment upon the excellent work done by the National Film Board in presenting Canada in all its phases to the world at large. They have done, and are doing, a work which is praiseworthy and I feel that this Board has earned our full measure of praise and gratitude.



In my opinion one of the most valuable assets in our promotional work is the attitude of the Immigration and Customs Officials who meet the visitors at the border. Our visitors are unanimous in their praise and I feel that no single agency does more to promote International Goodfellowship and Goodwill than these Officials. Their courtesy and consideration is mentioned enthusiastically by countless visitors. I speak for British Columbia but feel sure that this experience is general from coast to coast.

All over the world the transportation services of Canada, land, sea and air, are recognized as being equal, if not superior, to those of any other country.

My remarks would be incomplete if I failed to comment upon the excellent publicity which is constantly appearing and cannot fail to impress the public with Canada's importance, not only as a unit of the British Commonwealth, but as a nation which is taking its place in the forefront of national affairs and has so much to offer to the Traveller, Sportsman, and Pleasure and Health Seeker.

The railways especially have done a remarkable job of publicizing Western Canada for which the Province of British Columbia is warmly grateful. Their contribution to the over-all Canadian Publicity effort has been magnificent.

### FOR QUICKER RETURNS

While we appreciate the amount of work involved in the collection and compilation—by the Dominion Bureau of Statistics—of the monthly returns showing the number of foreign cars entering and leaving Canada, we feel that perhaps these statistics might be handled more expeditiously.

At the present time these statistics reach us from six weeks to two months later than the month to which they apply. It would be very helpful if some plan could be evolved whereby these figures could be made available at an earlier date.

In British Columbia the statistics as received from the Dominion Bureau of Statistics do not reflect the actual volume of our tourist influx. This is accounted for, by the fact that a large number of tourists enter Canada through Alberta Border Ports, travel through the National Parks into British Columbia and re-enter the United States through British Columbian Ports. This distorts our Tourist picture by not recognizing the tourists entering British Columbia through inter-provincial ports of entry.

While admitting the difficulties of collecting these statistics from other than Customs Ports, would it not be possible for the Dominion Bureau of Statistics to give some thought to this problem. I feel each Province would appreciate these statistics being presented in such a form as to show the actual picture.

I conclude on that note Mr. Chairman, my Minister, the Honourable Leslie H. Eyres, and myself invite questions and discussion on our policy and plans.

### CANADIAN ASSOCIATION OF TOURIST AND PUBLICITY BUREAUS

At the conclusion of his report on British Columbia, Mr. Rowebottom, as President of the Canadian Association of Tourist and Publicity Bureaus, said:

"I think it would be appropriate if I made mention of the Tourist Service Educational Week sponsored this year by the Canadian Association of Tourist and Publicity Bureaus, of which I have the honour to be the President.

"You are all, I think, very familiar with its aims in endeavouring to educate the citizens of Canada in the importance of the tourist industry and of cultivating the virtues of "Courtesy" and "Hospitality", in which I think the campaign was extremely successful.



"My object in mentioning it now is to enlist your endorsement of the movement and also to enlist your support in making it an annual feature. The impression created among our neighbours to the South was so favourable that I am convinced that its perpetuation could only have the most beneficial results in establishing with them the fact that Canada really and seriously welcomes visitors.

"I would appreciate an expression of opinion."

## PROVINCE OF SASKATCHEWAN

Mr. W. A. S. Tegart, Director, Province of Saskatchewan Tourist Bureau, complimented the Minister of Trade and Commerce for calling this conference. In Mr. Tegart's opinion such a conference was long overdue. Mr. Tegart also conveyed to the conference the regrets of Hon. C. M. Fines, Provincial Treasurer of Saskatchewan. Mr. Fines had planned to be in Ottawa but at the last moment had to cancel the trip. Mr. Tegart said he was in the unfortunate position of not having prepared anything for the government conference but he had prepared a brief for the Annual Meeting of the Canadian Association of Tourist & Publicity Bureaus which followed the Inter-Provincial Tourist Conference.

Mr. Tegart spoke as follows:

"I have just been handed a summary of Mr. Fines's brief. I do not know what he thinks in between these headings. I shall try to incorporate what I think he had in mind.

Might I make a few remarks of my own before I read Mr. Fines's summary? These thoughts arose in my mind out of remarks made by previous speakers. The magnitude of this industry has been mentioned by practically every provincial representative. I do not think that in all cases they referred to the money value alone, but I do think we overlook the cultural value and the possibility of building up goodwill between the peoples of the Western Hemisphere. Today we see the old countries falling to pieces. It is pretty hard to visualize how far that might go. We do not anticipate anything of that nature here. Nevertheless, I think we are remiss in our duty if we do not bend every effort to bring about the greatest harmony among all the other peoples of the Western Hemisphere. To my way of thinking there is nothing that can so readily bring that about as travel. Saskatchewan is behind any move of that sort.

## ROADS IN SASKATCHEWAN

There is one very touchy question with us in Saskatchewan. I am glad Mr. McDiarmid broke the ice when he mentioned the necessity of roads. I have a letter which was forwarded to me from the Saskatchewan Minister of Highways, with some figures. I think it would be of interest to read them. We do feel that we have been somewhat neglected in Saskatchewan. In fact the Federal Minister of Trade and Commerce this morning intimated that possibly some provinces had not been as well used as others. I cannot consider that to mean highways alone. We do feel, however, that the matter of building the necessary highways to accommodate tourists from outside of our Dominion should not be a matter solely of provincial policy, but it should be largely Federal policy—as was so well remarked by the gentleman from Prince Edward Island. One poor road can give the whole Dominion a black eye. In various ways it is really a Federal responsibility to come to the assistance of the provinces, particularly in the building of real modern highways.



I shall read the entire letter from the Minister of Highways:

MINISTER OF  
HIGHWAYS AND TRANSPORTATION  
SASKATCHEWAN

Regina, October, 19, 1946.

Mr. W. A. S. Tegart,  
% Chateau Laurier,  
OTTAWA, Ontario.

Dear Wick:

As promised last night I am giving you a little detailed information that may be of some assistance to you when you discuss tourist roads at your conference.

In presenting an argument for Saskatchewan I think one of our strongest points is the fact that we have within our borders 38 percent of the total surveyed road mileage of Canada, yet we have a population equal to only 7 per cent of Canada's total.

It also happens that we have within the northern areas of this province and removed by 543 miles from the international border, some of the finest playgrounds on the continent. The type of road that should be built to attract the American tourist will cost approximately \$25,000 per mile. It would take at least three years to complete the construction of this road of some 543 miles, and as some attention should be given immediately to the trans-Canada highway, which is our No. 1 highway in Saskatchewan and consists of 461 miles, it can readily be seen that the cost of these roads is altogether too great for this province to handle alone. It is, therefore, necessary if we are to take advantage of the tourist trade that is waiting to use our northern playgrounds, that these roads be built, and to do so Ottawa must be prepared to step into the picture and give us at least 50 per cent of the cost of their construction.

You might point out to this conference that on the other side of the line, the Federal Government there is matching the monies put up by the various states on a fifty-fifty basis, and at the present time they have a network of federal roads which was built entirely by federal money. I understand that the federal government is still paying the maintenance costs of these roads, even though the maintenance work is done by the states through which the highway may run.

I am hoping that you will impress upon your conference the dire need of the Federal government entering into such a program immediately, because if this work is to be started in the Spring of 1947 plans must be made now to assemble the necessary equipment and crews, as well as the bridge and culvert material needed for this type of work. To commence to think of this next March will be altogether too late.

We hope that your conference will ask the Federal government to call in immediately the representatives of the various provincial highway departments across Canada and come to some agreement as to the assistance to be given, not only on the trans-Canada highway but on the various tourist roads as well.

In my opinion it is folly for the Dominion government to go out and spend millions of dollars to advertise for tourists when we are unable to give them roads that will bring them back year after year. There is no question about our playgrounds; they are equal to any in the world. The only thing which we lack in Saskatchewan is access roads to the various parks.



I am enclosing with this a summary of the assistance which was given by the Federal government to Saskatchewan in former years. You will note that since 1943 no assistance has been forthcoming from Ottawa, and while we have been increasing greatly the amount of money spent on roads, it is being done entirely out of the resources of this province.

Yours truly,

J. T. DOUGLAS,  
*Minister of Highways.*

STATEMENT SHOWING CONTRIBUTIONS MADE BY THE FEDERAL GOVERNMENT  
TOWARDS HIGHWAY IMPROVEMENT WORK DURING THE  
YEARS 1930 TO 1944, BOTH INCLUSIVE

Fiscal Year	Department of Federal Government Making Contribution	Percentage of Cost Paid by Federal Government	Amount of Federal Contribution
			\$ cts.
1930-31	Labour.....	Grant	500,000 00
1931-32	(a) Labour.....	Grant	90,000 00
	(b) Labour.....	Grant	792,221 01
1932-33	Labour.....	33 $\frac{1}{3}$ %	17,368 10
1933-34	.....	.....	Nil
1934-35	Labour.....	.....	1,767 55
1935-36	Labour.....	50%	10,490 02
1936-37	Labour.....	50%	658,383 92
1937-38	(a) Labour.....	50%	458,527 09
	(b) Mines and Resources.....	66 $\frac{2}{3}$ %	99,999 62
1938-39	(a) Mines and Resources.....	10%	170,462 79
	(b) Mines and Resources.....	66 $\frac{2}{3}$ %	100,740 09
1939-40	(a) Mines and Resources.....	20%	371,257 21
	(b) Mines and Resources.....	66 $\frac{2}{3}$ %	115,819 33
1940-41	Mines and Resources.....	66 $\frac{2}{3}$ %	2,625 45
1941-42	Transport.....	100%	33,582 83
1942-43	Transport.....	100%	12,655 09
1943-44	.....	.....	Nil
1944-45	R.C.M.P.....	Grant	2,500 00

The above statement does not include expenditures made by the Federal government towards the construction of bridges at Outlook, Geepee and Saskatoon.

This discrepancy in the years 1943-1944 and 1944-1945, we feel justified in pointing out. Without roads we might as well not increase our advertising. I might say this: in the short time I had for discussion with Mr. Fines, before coming to this conference, he asked me to do what I could here to see that out of this conference came some kind of a supervisal government body. He believed the provinces and the Dominion should have a body to oversee the whole tourist campaign in Canada, rather than leave it to provincial governments to say "Come and Visit Saskatchewan or Come and Visit Ontario." Rather we should have a policy of "Come and Visit Canada". He asked me to bring that point before you.

ADDITIONAL NATIONAL PARK FOR SASKATCHEWAN

There is another thing I should like to point out. We have only one national park. It has been overcrowded this year, as have our provincial parks. We have only one-half the accommodation necessary. A questionnaire sent out during the latter part of July showed an increase of 92 $\frac{1}{2}$  per cent in tourist travel over previous years. I attended a meeting of the Associated Boards of Trade of Qu'Appelle Valley. At that meeting resolutions were passed and have gone forward to the government at Ottawa asking that the Qu'Appelle Valley be made



into a national park. There are various topographical features which lend themselves to a natural scenic highway in this beautiful valley. In spite of what British Columbia has in the way of mountain scenery, I doubt if they have anything to surpass the beauty of the Qu'Appelle Valley. Again, I hope to impress upon the National Parks Bureau the necessity of giving some consideration to the establishment of a national park in the Qu'Appelle Valley.

Now as regards our work within the province, I had a brief prepared but do not happen to have a copy with me. I will file it later on.

As you know, we, in the Province of Saskatchewan, are a little different in some respects. We have founded a crown company operating thirty-four of the most modern and up-to-date busses covering Saskatchewan. The highway which we are building to the north, and for which we plead with you to give us some assistance, is opening up a vast country which is a hunter's paradise. Flin Flon is already a mecca for tourists. There is the new road that goes through the beautiful Lac la Ronge district. This is an ideal place for summer homes. However, we do need Federal assistance in order that we may get a small share of this \$225,000,000 which Canada hopes to obtain this year. I doubt if Saskatchewan will get over three and a half million dollars. We should receive at least one-tenth of the tourist trade in Canada. I think we are entitled to some sympathy from the Federal government.

Mr. Tegart then read Mr. Fines' summary, as follows:

#### REPORT FROM SASKATCHEWAN ON THE TRAVEL INDUSTRY

Saskatchewan has so far in 1946 enjoyed an extremely successful tourist year. Our parks and resorts have been filled to capacity during the travelling season. Increasing interest is being shown in the development of Saskatchewan's northland as a sport fishing area and considerable numbers of prospective visitors have signified their desire to travel into these northern areas by airplane. Our southern resorts and parks were also popular recreation areas this year, both to residents of Saskatchewan and to visitors from the United States.

A review of the trade in Saskatchewan during the year may be summarized under several headings:

##### *Accommodation:*

Saskatchewan has one National Park, nine provincial parks, and a large number of private resorts. All those registering visitors report a significant increase in the number of tourists either visiting or applying for accommodation at holiday centres. The problem of accommodation has been acute during this first post-war year. In common with other areas in the country, the influx of tourists into Saskatchewan has been so great as to seriously strain our capacity to give them either the accommodation or the attention they would normally expect.

During the year the Government constructed a number of new cabins, improved road systems, and completed considerable improvement work on golf courses, in Provincial Parks.

##### *Highways:*

Second in importance only to the problem of providing suitable accommodation is that of making recreational areas accessible to the travelling public. Saskatchewan has over 8,000 miles of provincial highways, which is approximately 38 per cent of all surveyed road mileage in the whole of Canada. As the Province has only 7 per cent of Canada's population, the problem of highway maintenance and construction is a difficult one. This year the Provincial Government commenced a large scale road-building program. Tourist roads



comprise an important part of this program. Extensive work was done on a major road leading to Lac la Ronge, in the northern section of Saskatchewan, where it is anticipated much of Saskatchewan's tourist development will take place. The area tapped by this new road is a beautiful lake country, ideal for fishing.

Work was also begun this year by the Saskatchewan Government on the million dollar northern highway from Nipawin, Saskatchewan, northward to Flin Flon, Manitoba. This highway will give Flin Flon its first highway access to southern areas, and will open up a vast region to tourists.

#### *Public Relations:*

The Saskatchewan Government has begun a long-term program of tourist publicity. During 1946 no concerted campaign was organized as it was apparent that accommodation facilities would be strained to the breaking point without publicizing our tourist and recreational attractions. However, we did define our basic approach to tourist publicity, map our plans for future public relations activity, publish certain necessary folders, pamphlets, maps and other informational material, and conduct a modest advertising campaign to familiarize both Canadian and American sportsmen with Saskatchewan's fishing and hunting attractions.

#### *Tourist Organization:*

Considerable tourist organizational activity took place during the year in Saskatchewan. The Government established a governmental Tourist Advisory Committee to consider tourist problems and develop long term plans for the industry. The first Saskatchewan Provincial Tourist Conference was called by the government in Regina. This Conference received widespread support from organizations in the provinces interested in promoting the tourist trade and was attended by eighty-one representatives of Boards of Trade, government departments, daily and weekly newspapers, town and city councils, hotels and private resorts, and railways and airlines.

Establishment of the Committee and holding of the Conference are forerunners of increased interest and greater co-ordination of provincial activity in tourist matters in Saskatchewan.

#### *Plans for 1947:*

The Saskatchewan Government's tourist plans for the future, and more specifically for 1947, include: (1) continued expansion of accommodation facilities, consistent with the needs for other housing projects; (2) continued improvement of the Province's highway system, including further work towards completion of the northern Lac la Ronge and Nipawin-Flin Flon highways; (3) increased attention to public relations, consistent with long-term plans; (4) continued support to tourist organizations in the Province and to meetings in convention of persons interested in the promotion of the tourist trade.

The Saskatchewan Government is fully aware of the wide spread benefits brought to the people of this country by Canada's travel industry. As we know, before the war more persons crossed the International Boundary between Canada and the United States each year than between any other boundary in the world. This fact alone is enough to impress upon us the vast backlog of goodwill and international understanding which has been built up among the peoples of our two countries.

Canada is, of course, fortunate in another respect insofar as the tourist trade is concerned. We are geographically situated directly north of a travel-minded people, many of whom have signified their desire to visit Canada during these early post-war years. Many Canadians will likewise wish to visit the



United States. However, due to the discrepancy in numbers between the populations of the two countries, Canada must normally gain in the balance of payments.

Saskatchewan intends to develop its tourist trade to a point consistent with the enjoyment of its parks and playgrounds by its own citizens.

We are certain that sound development of this important industry can promote in a significant way the welfare of the people of Saskatchewan.

Hon. C. M. FINES,  
*Provincial Treasurer.*

In his closing remarks Mr. Tegart stated that Saskatchewan was the greatest upland bird country in the Dominion and that the American sportsmen consider Saskatchewan the ideal place to hunt birds.

"In conclusion, Mr. Chairman, I wish to say I am sorry I am not in a position to give you a more connected report on the activities in Saskatchewan because I was not prepared to do so when I was asked to attend this conference. However, I can assure you of this: in Saskatchewan we are wholeheartedly behind the plan of an over-all government policy which will say "Come to Canada" rather than any one province. But we do ask you to give Saskatchewan some attention. You will recall that no people of the world suffered more than the people of Saskatchewan in the 30's. We have come back out of that period and intend to go ahead with other provinces, using the tourist industry as a means of making a real Canada and part of a real British Commonwealth of Nations".

Later in the conference, Mr. Tegart presented the following brief:

#### REPORT No. 10

#### REGINA, SASKATCHEWAN

October 24, 1946.

Gentlemen:

Saskatchewan is, at this time, pleased to be able to report a year of progress.

"Progress", as used here, means that we have surveyed our future possibilities; we have co-ordinated to a greater degree those facilities and services we at present have, and we have, as a member of this association, pulled our share of the load.

During the late summer a questionnaire was sent out to over fifty points in the province asking for an estimate of the percentage of increase in tourist traffic. When the replies were averaged we were pleased to find the increase to be 92.50 per cent.

American visitors have offered some criticism of our roads. They were no doubt unaware of the fact that Saskatchewan has over 8,000 miles of provincial highways, which means that we have 38 per cent of all surveyed road mileage in Canada. We have only 7 per cent of Canada's population to finance this heavy road upkeep. We have 6,000 miles of gravel highways and 240 miles of black-top.

Roads are a basic necessity in even the crudest form of society and when it comes to a particular industry such as tourism good roads are of prime importance. For this reason I believe this association should put forth its best efforts to secure the completion, and high development of the Trans-Canada Highway.



### EDUCATIONAL WEEK

The Tourist Educational Service Week, which was sponsored by this association was well received in Saskatchewan. We arranged for an opening broadcast by our premier the Hon. T. C. Douglas. The following night the Hon. C. M. Fines provincial Treasurer, went on the air. In addition to this, our city dailies and our country weeklies were asked to give all possible publicity. This letter was accompanied by suitable material.

We urged Boards of Trade and Municipal Governments to call special meetings of their respective organizations in order to survey and develop any local tourist attraction they might have, and to encourage those who cater directly to the tourist to improve their accommodations. In our capital city we had the co-operation of our larger departmental stores. The Robt. Simpson's Co. and T. Eaton Co., agreed to give us a spot in their newspaper advertising. In addition, the R. H. Williams Co., whose window displays are very widely known, gave us a window particularly slanted to tourist travel.

The little booklet, "The Visitor Industry" . . . whose compiler deserves great credit . . . was distributed to about 100 interested individuals and organizations throughout the province.

During Educational Service Week we stressed in all our correspondence, the need of courtesy in all contacts with visitors.

We have had prepared and forwarded to all park managers and to proprietors of private resorts, a registration form so that we may know where our visitors come from and where they intend to spend the most of their holidays; what pastime or sport they are particularly interested in and what suggestions they have to make to help us improve our facilities and accommodations.

### SASKATCHEWAN CONFERENCE

On May the 21, after Educational Service Week, and largely as a result of it, we held a tourist conference in the Legislative Buildings. This was attended by eighty-one representatives of Boards of Trade, Town and City Councils, daily and weekly newspapers, proprietors of private resorts, hotel and restaurant people and various branches of government. The C.P.R., the C.N.R. and the T.C.A. were also represented. Mr. Knight, Superintendent of our Prince Albert National Park was also in attendance. This conference was the first of its kind ever held in the province, and the number and quality of the resolutions coming out of the conference indicated a growing realization of the importance of the tourist industry. We were fortunate in having with us Mr. Dan Campbell, Director of Travel and Publicity for Alberta, who, out of his vast experience, was a great help to us in our discussions.

Following the business sessions a dinner was held in the Hotel Saskatchewan, with the Provincial Government as host. The premier, the Hon. T. C. Douglas and Mr. Dan Campbell were the principal speakers.

One of the most important resolutions passed at the conference was one asking that a provincial-wide tourist council be set up. The conference also asked that legislation be enacted to regulate and control, and provide for the inspection of all places catering to the tourist trade.

That Saskatchewan is aware of the increasing use of the airplane as a means of tourist travel, was shown by a resolution asking the Provincial Government to lay down air strips at all provincial parks, and the Federal Government to do the same at Prince Albert National Park.

### NORTHERN DEVELOPMENT

The writer was privileged this summer to fly from Prince Albert to Ile-a-la-Crosse a distance of 190 miles north west, to attend the Centennial celebration of the founding of the Roman Catholic Mission. Three ministers



of the Government, the commissioner of the Bureau of Publications, the speaker of the assembly and government photographers were along. All were impressed by the vastness of the north, with its myriad of lakes teeming with gamey fish. Below the plane could be seen a future paradise for hunters and anglers. This great north can only be reached by plane, and it is now being planned by the Department of Natural Resources to develop one or more points in the immediate future to accommodate anglers.

Lac la Ronge, which lies about 100 miles north of Prince Albert National Park, will be connected, by late October, by the extension of the national park highway. It is the intention of the Highways Department to gravel this next summer, so that tourists will have access to one of Canada's most beautiful lakes, studded with hundreds of rock-bound islands and well stocked with fish.

Development of this north country will take time. The shortage of building materials is a great handicap, but we intend to forge ahead providing facilities as fast as possible for airplane and motor travellers.

### TRAVEL FROM OVERSEAS

It has occurred to the writer that, in view of the fact that tourist travel is a two way affair, we might do as the travel bureaus of the old country are doing, and develop a campaign to encourage more overseas people to visit our great dominion. No doubt the question of immigration will soon be coming to the forefront. If we want to get settlers of the best type we should encourage visitors from the British Isles who on their return could tell their public what Canada has to offer and what Canada needs in the way of new settlers.

Immigration is of course the work and responsibility of the department of Immigration, but since this association is concerned with increasing the flow of visitors, we would be justified in at least giving this phase of it serious consideration. It might even be advisable to study the question of sending some representative overseas, or in any case, making contacts with overseas agencies.

Saskatchewan has had enquiries for maps and other tourist literature from England, Scotland, Holland, New Zealand, Australia, South Africa, Mexico, every state in the Union and of course every province in the Dominion. We have always sent them generous supplies of maps and other tourist literature, and sometimes it has been necessary to write them a long letter in order to fully cover a variety of questions, about our province. This of course we have been pleased to do, feeling that we have had some small part in breaking down the barriers of strangeness between peoples in different parts of the world.

We have not been able to accomplish as much in the way of publicity as we would have liked. The pressure of work on printers has greatly delayed some of our maps, folders etc. We have however gotten out some seven different pieces of a strictly tourist nature. Our Bureau of Publications issues a great number of other booklets and folders for the different branches of the government and we have many calls for these at times from tourists.

### WINTER SPORTS PLANS

Saskatchewan is blessed with ideal snow and climatic conditions for winter sports, and with the increasing interest in skiing, tobogganning and skating, we hope to spread our tourist season over a much longer period. A start has been made at Prince Albert to develop and improve the present facilities. At present there is a small ski cabin, some trails and a class B. jump. The program calls for a dam on the Little Red River, more trails, a chalet and class A jump. With tree covered hills, the ravines and ideal snow conditions we hope to make this a real mecca for snow sports visitors.



Many cabins have been added to the accommodations at our provincial parks. Golf courses laid out and swimming pools built. Despite the increased accommodations it has been impossible to handle the increase of visitors and next season will see a further extension of accommodation. The same applies to our National Park at Prince Albert where tourists found it impossible at times to secure accommodation.

In order that we might contact our American visitors the moment they enter the province, we shipped to all ports of entry prepared packets of assorted tourist literature so that they could be handed to each party arriving. These packets contained maps and other booklets and folders, and in addition each contained a personal welcome card from our premier. At this time we would like to thank all the customs officials who so willingly co-operated in this work.

We suggest that a resolution from this meeting, to the Federal Government, urging that legislation be passed, or the V.L. act so amended, that returned men wishing to establish themselves as proprietors of tourist resorts may be given adequate financial assistance. This would be in line with a resolution passed at the Windsor meeting in 1944.

In conclusion I would like to pay tribute and say thanks to, the President, Mr. Rowebottom and the Secretary Mr. T. H. R. McNally who at all times were prompt to reply to my many requests for information and advice. I would also say thanks to Mr. Leo Dolan and his office for their help during the season.

#### PROVINCIAL TRANSPORT COMPANY AND COLONIAL COACH LINES

Before calling upon Mr. R. G. Perry to speak on behalf of the bus interests, the Chairman said he hoped Mr. Perry would forgive him for making this personal reference:

"All of us who have been associated with Mr. Perry, one of the veterans of the tourist industry, are delighted to see that he is back with us again after a serious illness. We are very happy to see him at this conference today and hope he is now on the road to health and vigour."

Mr. R. G. Perry, General Traffic Manager, Provincial Transport Company and Colonial Coach Lines, Montreal, addressed the conference in the following words:

"I have not prepared a memorandum, or brief, but I can assure you, Mr. Chairman, that my remarks will be supplemented later by a memorandum, so you may have something for the record.

I am sorry that the Minister, Mr. MacKinnon and his assistant deputy, Mr. Master, are not here because I should like to congratulate them, and other members of the cabinet, on the foresightedness of bringing the Canadian Travel Bureau under the jurisdiction of the Department of Trade & Commerce, where it rightfully belongs.

Secondly, were they here, I should like to take the opportunity to congratulate them on retaining the services of a very outstanding gentleman, as 'sales manager' for Canada, in the person of Mr. D. Leo Dolan. In so far as our industry is concerned, and myself personally, he has done a most outstanding job for the Dominion of Canada. Leo has spoken on several occasions when I have been present at important meetings in the United States. Following his address, I can assure you I was proud to be called a Canadian and slapped on the back by my colleagues in the United States, when they said: 'Perry, where in the deuce did you get a fellow like Dolan? We never had a fellow as conversant with tourist traffic developments as you have in the person of Leo Dolan.'



## MOTOR COACH PROGRESS

I am not going to bore you with a review of the development of the motor-coach industry in Canada and the United States in the last two decades. This industry, begun in a small way, has now grown up from an infant in swaddling clothes to a healthy robust individual. In the United States and Canada, during the year 1945, it is estimated that, collectively, the inter-city bus industry carried approximately two billion people in approximately five thousand motor coaches of the type that operate over highways.

With all due respect to the excellent job that both of the Canadian railways did during the war—and it was an outstanding job, no one knows that better than I do—I must mention some comparative facts, in order to give you an idea of where we now stand. Canadian inter-city bus lines moved a few more people during the war years than the two railways combined! Approximately 73,000,000 passengers were carried by our industry in 1944. True, these passengers were not moved for the distances that the railways moved their passengers, but it is an indication of what our industry accomplished and is accomplishing.

We are now all particularly interested, not in what we did in 1945 or 1946, but in the final objective of this tourist-minded group, and of the other interests associated with the development of services to the tourist industry in the years to come. What I say of our companies is, I think, indicative of what prevails with other Canadian operators in the same field of industry.

There are approximately 25 major inter-city bus companies in Canada, holding exclusive franchises through their respective provinces, some intra-provincial, some inter-provincial, and some international. We are interested only in the transportation of people, not in the movement of freight. This is also true of the motorcoach industry in the United States. I may say we are very closely affiliated with the Greyhound interests there.

## IN UNIQUE POSITION

I think our industry is in a rather unique position, in so far as American interests now have a very heavy and substantial international service and services through the Dominion of Canada. True, though all of us might be nationally minded in the development of our country, we cannot overlook the fact that we are all more or less zone, or province, conscious. And the fact that we have this large Greyhound system radiating in the Dominion of Canada, closely tied up with our own operations, means that the Greyhound people are interested in carrying their own traffic into this country.

Prior to this recent move of extending their service into Canada, they were not as eager to divert that traffic from Yellowstone, New York, and other parts of the United States. Why should they be? There was nothing in it for them, beyond some small compensation when they sold the tour or the transportation, but the fact that you have the large American operators with services going through many of our 25 ports of entry and to our larger centres means that there is, and will be in the future, a tremendous amount of tourist traffic developed by these people for the Dominion of Canada. That is a very important fact.

I don't know of any other service in the same enviable position as we are, in having these large American interests feed us traffic, not only at the ports of entry but at our major centres of operation.

Shortly after the war, I, along with Greyhound interests (and I happen to be one of the few people who sit in on confidential Greyhound meetings), discussed our plans for the year 1946. The Greyhound executives came to this country and I went to theirs.



As carriers and appointed agents, we felt we had to be very careful in the development of traffic, lest we should attract more than we could care for adequately. We realized that certain situations mitigated against an all-out campaign of traffic development. We proceeded on that basis in 1946, using precaution in the encouragement of traffic. I can assure you that we are all ready to bring into Canada, and develop for Canada, a great volume of tourist traffic just as soon as we have reasonable assurance that we shall be able to secure accommodation in this country for our patrons.

#### REMOVE BOTTLENECKS

I don't want to infer that we have no accommodation in Canada, but, with the excellent transportation facilities and sales force of the railroads, airlines and bus lines, I feel that the transportation industries are not the bottle-neck in the handling of the tourist traffic. There are other factors, such as the food situation, definitely the hotel situation, and certain shortages of other facilities, that retard our program. I can assure you that, as soon as these bottle-necks are removed, our industry is ready, willing and able to get behind an ambitious program in bringing more American tourists to this country.

A new folder has just been released by the Greyhound interests in the United States. I had something to do with the development of this. I will leave a few copies here for your perusal. You will note there are four sections of Canada appearing in this American folder, outlining the beauty spots to be visited by the American tourist. Again that confirms my statement of the close working arrangement of the Canadian motor-coach interests and the American. We are not trying to keep the people up here from visiting the United States, nor are they trying to keep their people from Canada; we are both trying to develop traffic for our respective zones.

Furthermore, the motorcoach transportation industries will open an office in Europe, and become established throughout the British Isles and on the continent. I assure you that the literature will be released within the course of the next 90 days. We are all preparing to develop the European source of traffic.

#### NEW SOURCE OF TRAFFIC

Another new source of traffic we are going after is the air-bus potential passenger. A vast number of people enjoy a five-day week. Practically everybody now receives a vacation with pay. This has created a new prospective passenger for travel. We hope to line up with the airlines to inaugurate a combination-trip, one way by air and one way by bus. Now, let us say, Nellie Jones decides to get away on two weeks' vacation. We will facilitate her speedy movement one way by 'plane and return her home leisurely by bus.

We shall also map out with the airlines a series of expense-paid tours. If I am correctly informed, I think our industry should get some credit for establishing the so-called "expense-paid" or "package" tours. The idea was more or less conceived about the time of the World's Fair in 1933-34. In some cases these expense-paid tours will include meals, but we have found from experience that the meal situation should not ordinarily be included because there is such a variation in appetite. It is much more advantageous for us to omit that item.

From 1934 on, we did a tremendous volume of business in expense-paid tours. In the main, we catered to the traveller in the lower wage bracket, those not in the aeroplane, chair-car or pullman class. True, some people in this financial class do travel by bus, but there are more in the lower-wage group, they tell



me, than there are in the higher income brackets. Therefore, we are catering to the majority. These people are naturally conscious of the purse and concerned with cost.

Prior to the war, these expense-paid tours were laid out from certain points in the United States to certain points in Canada, or from one place to another in Canada. Thus the customer could anticipate in advance exactly what the trip to Quebec City, North Bay, etc., would cost, exclusive of meals, and, by adding an estimated cost of meals, he could get an accurate idea of the general round-figure for his vacation period. We plan to resume these package tours.

### STOCK AND LITERATURE

Regarding the question of motorcoach equipment. Our deliveries from the manufacturers have been delayed, due to strikes and trouble in the labour market, but we do believe this situation is now pretty nearly at an end, and that, by about June 15, 1947, practically all new bus equipment will be rolling over our main trunk highways in Canada and the United States. Brand new rolling stock, of the very latest type, will be operating on the main routes and holding down basic schedules.

Regarding our new form of literature, schedules and rates, that matter is already in hand. Russell's Bus Guide contains half a million names of cities and towns. It gives the timetable from point of origin to the passenger's destination. The tariff situation is now in the same category. Our agents are in a position to quote the rates from any point in Canada to, say, any point in Arizona, Florida, etc. In the same way, an agent in Florida is able to quote the rate from Florida to Prescott, Perth, etc. This applies also, of course, to the Western provinces and the Maritimes. So, too, on the question of publicity, our advertising agency has that pretty well in hand, subject again to release as and when we feel there is available the accommodation necessary for the satisfaction of our patrons.

I will reiterate again that, as an originating passenger carrier, we have got to be careful not to over-sell our own, and our country's, capacity to serve the travelling public at the present time. We can much better afford to be restrained than to be over-optimistic. We are not so much interested in 1947 from a monetary standpoint, for we shall have quite a job to care for basic travel in that year, but are vitally interested in 1948, 1949, and 1950. We don't want any over-development in 1947 that might backfire by conveying a wrong impression that we will have to live down over a period of years.

I think, Mr. Dolan, that largely covers what I desire to say—to assure you gentlemen, here, that in so far as our industry is concerned, we are ready, willing, able and financially sound. We will soon possess all necessary motorcoach equipment, and personnel, to cater to our tourist traffic. I can assure all those present that we are glad to receive suggestions at any time, as to means whereby we can improve our services. We are going a long way in our efforts to round out this vacation field into a twelve month proposition.

### FLEXIBLE MODE OF TRAVEL

It so happens that the motorcoach has the flexibility to carry passengers direct to the resort hotel, whether it be for fishing, golfing, ski-ing, snow-shoeing, etc. We have that advantage over other forms of transportation, and we intend to do our utmost to impress the winter sports enthusiast with what we have to offer. In conjunction with Colonial Air Lines, we can transport passengers from the centre of metropolitan New York and put them down in the heart of the Laurentians, with skis on their feet, in less than six hours. We intend to make every effort to develop this new type of vacationist.



I should like to leave with you certain suggestions, which I trust will be brought up during your business deliberations. These are submitted by me personally, as an individual, apart from the interests I represent. They are merely observations formulated over a period of time, which I think should be given serious consideration.

I think we are all aware that, provided he receives proper co-operation from all interested in the tourist industry, ourselves included, Mr. Dolan can develop over a period of years as much traffic as the common carriers, hotels, resorts, restaurants, etc., can accommodate. We are fortunate to have in this country a sales department (the Canadian Travel Bureau) that is not equalled by any other country, even the United States—and the Americans are well-known to us as being good merchandisers.

### IMPROVED HIGHWAYS

(1) I believe the number one problem is that of improved highways. You have already been told this by the previous speakers here. Our industry moves by highway only a small portion of the people who travel into Canada. Seventy-five to eighty per cent come by private automobile. I don't think many will return unless we do something to improve the condition of our highways. It will cost a lot more to operate a car in the future than in pre-war years, and personally, I don't believe that we shall see for a long, long time, the number of cars per capita that we did before the war. I predict it will be from five to seven years before we reach anywhere near the number of people moving by highway as in previous years, because of the increased cost price of automobiles and the higher cost of maintenance.

(2) Our number two problem is the improvement of facilities at ports of entry. The personnel at the borders are A-1, but I do believe that, in welcoming American tourists at ports of entry, we should have adequate facilities to accommodate them when they first come in. Sanitary and up-to-date rest rooms are appreciated, and indeed expected, by American tourists.

(3) The third point I wish to make is in respect to improvement in our hotels and tourist resorts, particularly as regards wayside inns and camps. These places ought to be properly inspected. Most of them could be improved. Many of them are a disgrace to the tourist industry. We will have to make sure that these wayside camp operators know how to serve the tourist.

### INCREASE BUDGETS

(4) In view of the importance of the travel industry to this country, I believe it is timely that the Federal Government, and the provincial governments, consider rendering some financial assistance in erecting and financing certain highway facilities for the enjoyment of our tourist travellers. I don't feel that private enterprise can carry it all. As we benefit provincially and nationally from tourist traffic, our governments should take some responsibility in the building of these places. We are definitely short of facilities, particularly of the type of stopping points where the tourist can drop in, get a meal, car service, etc. I believe it is timely that both federal and provincial governments give consideration to this problem. We cannot expect to maintain \$225,000,000 expenditure by tourists, and build it up another half million dollars, without making some investment.

(5) I believe, too, that greater interest should be taken in the protection of wildlife, and the re-stocking of our lakes and streams.

(6) And, finally, I feel that all monies received from gasoline tax, whether collected federally or provincially, should be ear-marked for definite purposes. Legislation should be passed to assure that these monies are not put into the



general fund, for these sums, collected from the operation of automobiles, should be set aside and put back into the highway fund to maintain our highways on a high standard and to provide the necessary finances to expand our highway system.

Thank you very much."

The Chairman—"Thank you, Mr. Perry, for your presentation. In regard to some of the personal references you have made, I only wish I deserved praise of that character.

#### NATIONAL PARKS OF CANADA

"Mr. Roy Gibson must be very happy," said the chairman, "having heard so many complimentary references to the National Parks of Canada. Mr. Gibson and I have worked very closely together on behalf of these national parks. I will be very happy if Mr. Gibson will present the case for the national parks."

Mr. R. A. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources, Ottawa, spoke on behalf of the National Parks of Canada, as follows:

"Mr. Chairman: At the beginning of today's conference I understood you to say that the speech-making part of this meeting was going to be short; so I won't burden you very long with the story about the national parks. In fact, looking at this conference and listening to what has been said here, I am convinced that I have nothing more to sell this group; they are selling me something, and I think it augers well for the success of our national parks in the future that men who are so vitally concerned with the efficient operation of these national parks should be so keenly alive to their great value.

My duties require me to travel from coast to coast and from the international boundary up beyond the Arctic Circle. I have listened with a great deal of interest and keen appreciation to the remarks of the representatives of the provinces about what Canada has to offer to the visitor. I don't think anyone has oversold his case. This is a great country and it is no wonder that people get enthusiastic and promote it. It is a nice thing to know that at the head of the Canadian Government Travel Bureau there is a man who can get up and deliver an address with that enthusiasm and vigour which the subject demands. I hope that he will be favoured with an appropriation to carry on adequate work.

#### PARKS ATTENDANCE

My message today is that after the war years we are back again to the million attendance that we had in pre-war years in the national parks. We are getting larger appropriations and we are trying to get the equipment necessary to maintain these national properties adequately. One of the things that bothers us is the labour situation. It is difficult to get people to do work as they did before the war. I hope they will settle down, and with the use of modern machinery which enables us to employ men who are skilled enough to operate it, we may accomplish our task and present these properties as they should be presented.

We also hope for appropriations to extend our highways, to clear the trails and to build the camp grounds that we need. We cannot compete with the national housing program for buildings. After all, year-round homes are the



first consideration. This year, with the co-operation of Mr. Dolan's bureau, we drove home the story that travellers by motor should bring along their own camping equipment and use our camp grounds. In order to encourage them in that practice, we installed new features in our camp grounds. Camp grounds are one of the most democratic institutions that exist in Canada.

Our concern at the moment is the provision of recreation for people of smaller means. Some cannot afford to travel very far, and many have, as Mr. Perry states, only a short time for their holidays. They have to get to their holiday land quickly. People remember the sort of a holiday they have in a national park. We aim to provide healthy recreational facilities of outstanding character. Some of the finest golf courses in the world are in our national parks. We try to keep fees down so that anybody can enjoy himself.

### FIRST CONCERN

Our concern, first, is to conserve and develop these national properties, to protect them from fire, insects and disease, and keep wild life plentiful. We must also build highways and keep them in first-class shape. We must clear up the trails so younger people can hike or ride a bicycle and get around in the parks at low cost. We believe that as we build these things for the people, support will be given us throughout the country and we will get larger appropriations which we need to bring into being additional national parks and to extend the facilities that exist in the standard national parks today.

Unfortunately, all provinces are not equally represented in the national parks system. We wish they were. The way any province can get a national park is by offering a suitable area, free of charge and free of encumbrance or restriction. It is the custom of the Dominion Government to send experts to investigate such an area. If the area is of the standard desired and it can be acquired, and if the national exchequer is in a sufficiently healthy state, then a park can be created by an Act of Parliament. I must say that the sentiment seems to be in favour of more national parks in Eastern Canada where these parks will be nearer the larger centres of population, both here and over on the other side of the line.

We take a pretty broad view of our national parks work and of the benefits to be derived from the national park system. We like to think that the people who are attracted to the national parks will always have a friendly feeling toward Canada, and that some will be encouraged to invest in this country. Some desirable people will come to live in our country. In other words, we are showing them opportunities under the most attractive conditions in the world.

### EXTEND TOURIST SEASON

I only wish it were possible for us to extend our tourist season in Canada. The season is so short, as a rule, that it does not pay private enterprise to cater efficiently to the public or to give the type of service we would like to have. In the parks we can control that to a certain extent. Sometimes travellers are a bit fed up before they arrive at a park. When we look into that we find the season is so short that people just don't find it profitable to undertake catering as a serious business, but more as a sideline. We think a lot of that feeling can be overcome by wise publicity, by publicizing areas where there can be a long season, and by encouraging people who go into that type of business to keep open for a week or so longer than the season, if that can be done.



We think that with the return of service men and women from overseas and their re-establishment in civilian life again, the older men can retire and take their leisure, and there will be more travellers on the road. I am not one of those who believe there is going to be a loss of travel by motor car. I believe there will be an increase in that type of travel by holiday seekers, both young and old.

I wish to thank you, one and all, for the kind things you have said about our national parks. We do our best to see that they are operated and maintained in a style worthy of our Canadian people."

Mr. Gibson presented the following brief on national parks and the tourist industry:—

#### NATIONAL PARKS AND THE TOURIST INDUSTRY\*

The National Parks administered by Canada in the provinces contain an area of approximately 12,400 square miles, and comprise 14 scenic and recreational parks, 9 historic parks and 3 wild animal parks (2 of these are not being operated as parks at the moment—one of them being a military reserve and the other a grazing area). In addition, there is Wood Buffalo Park which lies along the 60th parallel of latitude, of which 13,675 square miles are in the Province of Alberta and the balance, 3,625 square miles, in the Northwest Territories, making a total National Park area in Canada of more than 29,700 square miles. These park areas are provided by the provinces and administered and maintained by the Dominion.

Section 4 of the National Parks Act of 1930 is worded as follows:—

The Parks are hereby dedicated to the people of Canada for their benefit, education and enjoyment, subject to the provisions of this Act and Regulations, and such parks shall be maintained and made use of so as to leave them unimpaired for the enjoyment of future generations.

#### GREAT TOURIST LURE

It is nevertheless equally true that the national parks are among our greatest tourist lures. Canada is in a specially favourable position from which to develop major international tourist travel. She is located alongside a great and wealthy nation, well disposed towards Canada and much given to tourist travel. As a result of the war Canada has a status with other nations which possibly she did not enjoy before. There can be no doubt that great numbers of citizens of many lands will welcome an opportunity to visit Canada provided suitable facilities for accommodation are made available and the attractions which this country has to offer are adequately publicized.

We have available illustrated publications which briefly outline the attractions of the national parks and also leaflets which answer the questions usually asked about each park. In the days of the depression and later on during the war, we found it necessary to economize drastically in all parks expenditures. This reduction included publicity, but now that appropriations are being increased, steps are under way for the production of new publicity material.

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\* Prepared for the Dominion-Provincial Conference on Tourist Travel by R. A. Gibson, Director, Lands, Parks and Forests Branch, Department of Mines and Resources, Ottawa, October 23, 1946.



As a matter of record, it may be well to list the National Parks of Canada which have been established to date:

Name of Park	Area	Motor Roads	Secondary Roads	Fire Roads	Trails
	Sq. Miles	Miles	Miles	Miles	Miles
<i>British Columbia—</i>					
Yoho.....	507	46.0	6.5	23.5	191.0
Kootenay.....	587	61.1	.....	9.5	155.2
Glacier.....	521	.....	.....	20.5	91.0
Mt. Revelstoke.....	100	18.0	.....	.....	33.5
<i>Alberta—</i>					
Banff.....	2,585	182.4	10.5	94.5	743.5
Jasper.....	4,200	144.0	18.5	34.7	590.1
Waterton Lakes.....	220	47.8	13.5	12.0	159.4
Elk Island.....	51.2	16.0	.....	.....	14.0
*Buffalo.....	197.5	Secondary Roads only		.....	.....
†Nemiskam.....	8.5	in Alberta in N.W.T.	.....	.....	150.0
‡Wood Buffalo.....	{ 13,675 3,625		.....	.....	
<i>Saskatchewan—</i>					
Prince Albert.....	1,869	68.0	43.0	163.0	236.5
<i>Manitoba—</i>					
Riding Mountain.....	1,148.0	51.6	52.9	.....	113.0
<i>Ontario—</i>					
Point Pelee.....	6.04	6.5	2.8	.....	.....
Georgian Bay Is.....	5.37	.....	.....	.....	.....
St. Lawrence Is.....	185 acres (0.29 sq. mi.)	.....	.....	.....	.....
<i>Nova Scotia—</i>	Sq. Miles				
Cape Breton Highlands.....	390.0	50.8	1.6	.....	21.0
<i>Prince Edward Island—</i>					
P.E. Island.....	7.0	7.1	2.5	.....	.....
	29,702.9	699.3	151.8	357.7	2,498.2

\* Buffalo National Park is reserved at present for the use of the Department of National Defence (Army).

† Nemiskam Park is reserved at present for grazing purposes.

‡ Wood Buffalo Park has an area of 17,300 square miles, of which 13,675 are in Alberta and 3,625 in the Northwest Territories. Although reserved under the provisions of the National Parks Act, the park is administered by the Bureau of Northwest Territories and Yukon Affairs.

N.B. This same information and a brief descriptive reference is given at the back of each of the three illustrated booklets describing National Parks.

## HISTORIC PARKS AND SITES IN CANADA

The work of restoring and preserving sites of national historic interest in Canada was inaugurated a little over twenty-five years ago. The National Parks Bureau of the Lands, Parks and Forests Branch, Department of Mines and Resources, is entrusted with the task of marking and preserving such sites and monuments as have been acquired. In the important work of weighing and considering the historic background and associations of sites and memorials, the Bureau is assisted by the Historic Sites and Monuments Board of Canada, an honorary body whose members, resident in various parts of the Dominion, are historians of recognized standing.

Since the inception of its work, the Board has considered the circumstances concerning more than 1,000 sites, of which over 300 have been judged to be of sufficient national importance to warrant their being suitably marked and maintained. These include Indian earthworks, forts and villages, French forts, trading posts and mission enterprises, sites connected with British exploration



and naval and military occupations in the long struggle for the possession of Canada, sites related to the economic and industrial development of the Dominion. For the marking of these sites a finely designed tablet of bronze is used. The tablet in many cases is affixed to a field stone cairn or cut stone monument, or in some places it is placed on an existing structure associated with the site. Similarly, the birthplace or last resting place of some of those who have made an outstanding contribution to Canadian public life have been suitably commemorated.

Among the outstanding historic sites preserved and maintained by the National Parks Bureau are nine areas which have been designated National Historic Parks. These are as follows:—

Province	Name of Park	Area
		Acres
Manitoba.....	Prince of Wales.....	50
Ontario.....	Fort Malden.....	3·0
	Fort Wellington.....	8·5
Quebec.....	Fort Chambly.....	2·5
	Fort Lennox.....	210·0
New Brunswick.....	Fort Beausejour.....	59·0
Nova Scotia.....	Fort Anne.....	31·0
	Port Royal.....	17·0
	Fortress of Louisbourg.....	339·5
	Total area.....	720·5

or 1·12 square miles

A booklet describing the National Historic Parks and listing the Sites which have been marked to date is now also available.

It will be realized that some of the provinces are not adequately represented in the national parks system although these provinces benefit from national park activities to a certain extent because many of the travellers to national parks are routed through these provinces, and of course the parks import nearly everything that is used in the parks. If these provinces wish to offer suitable areas for inclusion in the national parks system, it would be in accordance with the usual procedure to have these areas examined, the cost of development and maintenance estimated, and in due course a recommendation made to Parliament—for national parks can only be created by legislation.

In the administration of national parks it is necessary to keep in mind the fact that it has been possible to keep outstanding areas in a natural state and that these are really great museums of natural history where it is possible to obtain recreation amidst surroundings totally different from our day to day life. They preserve the forests and the native wildlife for the benefit not only of the parks but for surrounding country as well.

TRAVEL TO THE PARKS

Although the National Parks of Canada had to be operated merely on a maintenance basis during the war years, their post-war use and popularity has been both rapid and very gratifying. In 1939, nearly one million people visited our parks. In 1946—the first post-war season—attendance is rapidly approaching that figure once more. The following statement provides a comparison of attendance this year and during 1945 for the six-month period ended September 30:



National Parks	1946	1945	Increase or Decrease
Banff.....	209,479	118,444	+ 91,035
Cape Breton Highlands.....	21,578	16,612	+ 4,966
Elk Island.....	39,114	24,184	+ 14,930
Georgian Bay Islands.....	6,535	3,787	+ 2,748
Glacier.....	303	170	+ 133
Jasper.....	25,827	12,820	+ 13,007
Kootenay.....	60,680	25,286	+ 35,394
Mt. Revelstoke.....	7,610	5,794	+ 1,816
Point Pelee.....	76,643	50,873	+ 25,770
Prince Albert.....	31,474	18,858	+ 12,616
Prince Edward Island.....	48,416	47,088	+ 1,328
Riding Mountain.....	155,425	102,287	+ 53,138
St. Lawrence Islands.....	14,668	10,323	+ 4,345
Waterton Lakes.....	139,849	46,734	+ 93,115
Yoho.....	21,013	8,960	+ 12,053
NATIONAL HISTORIC PARKS			
Fort Anne.....	8,035	4,731	+ 3,304
Fort Beausejour.....	10,400	4,829	+ 5,571
Fort Chambly.....	19,883	14,047	+ 5,836
Fort Lennox.....	1,118	655	+ 463
Fortress of Louisbourg.....	3,806	2,749	+ 1,057
Fort Malden.....	12,602	10,164	+ 2,438
Fort Wellington.....	5,323	2,391	+ 2,932
Port Royal Habitation.....	5,507	2,863	+ 2,644
Totals.....	925,288	534,649	+ 390,639

It will be seen that as of September 30, the total for this year exceeded 925,000. As there is a marked tendency on the part of travellers to visit the parks throughout the period of glorious Autumn colouring, there will be further figures added to the total before snow falls. Then, with the additional attraction of winter sports activities, we may find that the 1946-47 aggregate will surpass pre-war records.

This trend, “back to nature”, is further proof that people are anxious to get away from the steady pressure of war, business, and other duties. It is significant that two famous Allied commanders, having earned rest and relaxation, chose the majestic beauties of our mountain national parks in which to recuperate. We refer, of course, to our new Governor General, Viscount Alexander, and his associate, Field Marshal Montgomery.

As world travel is facilitated, and air transportation continues to annihilate distance, we will meet thousands of international visitors returning to, or viewing for the first time, the scenic beauties of these, our natural playgrounds.

During the war, even when travel was restricted, Canadians made greater use of their own parks and stayed for longer periods on their visits. This is a very desirable feature from a health and recreational standpoint, and is guiding us in our development plans for the future.

Our principal difficulty at the moment is the lack of accommodation for travellers. Some additional bungalow camp concessions have been let this year but building operations were handicapped to some extent because of lack of materials and skilled labour. We cannot ask priority for the erection of seasonal accommodation when returning service personnel are without homes.

Although we are encouraging private interests to make use of areas in the parks where increased accommodation can be provided, we are stressing the advantages of the many camping grounds throughout the parks. Our plans are to increase the convenience of these delightful camping spots and thus encourage people to come oftener, and to stay longer.



We hope to be able to improve the forest trails which are not only used for forest protection but also by hikers. It may be possible to build some shelters along these trails and to place them at the disposal of hiking parties.

We also believe that visitors to national parks should be able to enjoy a happy holiday with the minimum of expense. We believe there are thousands of Canadians who want to get away from the beaten track—to get into the “back country”—and to explore the beauties of nature in their original form. Our national parks are ideal settings for such activities.

### CHIEF NEEDS OF THE NATIONAL PARKS

We have endeavoured to outline briefly the National Parks, National Historic Parks, and Historic Sites, and to show what use is being made of these great natural playgrounds. Looking to the future, we might now review the chief needs of the National Parks system as follows:

(1) If these outstanding scenic, recreational and educational areas are to fulfil the purpose for which they are established, the forests must be protected from fire, insects, and disease. Similarly, a proper balance of wildlife must be maintained and where necessary, as in the case of game fish, the supply must be replenished. Consequently, it is necessary that an adequate scientific staff should maintain a continuous study of conditions on the ground and there must be a sufficient number of skilled and experienced park wardens to ensure that the policies based on scientific investigation and administrative experience are carried out. The public should be informed of these policies and the co-operation of all visitors sought so that these properties may be made use of in such a way as to leave them “unimpaired for the enjoyment of future generations.”

A considerable sum will have to be spent on the improvement and extension of forest trails, lookout systems, telephone and wireless communication, wardens' cabins, firefighting equipment, and all other features which enter into the set-up of a modern forest protection service.

Warden schools should be extended and there should be provision for training recruits for the warden service. In this connection we might get valuable help by co-operating with some of the high schools and universities.

(2) It should be easier for those of limited means to find accommodation in the National Parks. It looks as if it will be necessary for the Government to erect accommodation and lease it to concessionaires preferably to veterans who are qualified or can be trained to provide the service. Similarly, community centres must be established on camp grounds or at other suitable places in the parks to provide entertainment and recreation at low cost. In this connection, certain educational features can be worked into the program and activities such as hiking with nature guides could be considered. Scientists visiting national parks for various studies can be relied upon to give lectures.

The season for tourist travel should be extended, and, where natural conditions lend themselves, the development of winter sports should be encouraged. Winter sports development would provide a year round program for prospective park visitors, and incidentally would extend the season for those who cater to the travelling public.

(3) The main highways leading to the National Parks and the main highways in the Parks should be greatly improved by widening and hard-surfacing. A substantial program has been outlined and engineering studies are under way, but no funds are available for actual construction this year.

(4) It will be necessary to extend and improve municipal services where there is a permanent resident population. Additional administration buildings are needed. Recreational features will have to be developed to take care of



the increasing influx of visitors. There should be an interchange of personnel between Head Office and the field so that each will understand the viewpoint of the other. Sufficient number of competent resident engineers should be appointed.

(5) Substantial appropriations should be provided for the improvement of Historic Parks and the marking of Historic Sites.

(6) To make the National Parks system more truly representative, we should have large National Park areas located more conveniently to large centres of population.

(7) More adequate arrangements should be made for the dissemination of information about the National Parks. In this connection our plans include the following features to be intensified or developed as funds become available:—

- (a) We should have more numerous illustrated booklets, information folders, leaflets on fishing and on flora and fauna, booklets on the geology of the parks, historical booklets and possibly a leaflet on recreation. We should issue a well-written and well-illustrated reference book on the National Parks, as well as an attractive but less expensive booklet or folder which could be placed at the disposal of school children.
- (b) We need new motion pictures, still pictures, and slides. A great deal of useful publicity can be obtained from newspapers and magazines by supplying matrices and cuts with a limited amount of text. An effective and durable type of publicity is the enlarged picture of a National Park scene displayed in a public place or in an important office. We have found that at times it pays to have these coloured.
- (c) We should have suitable exhibits and representation at important exhibitions such as the Canadian National Exhibition in Toronto, and Sportsmen's Shows in large United States cities.
- (d) Above all we try to answer our correspondence promptly and in an adequate and friendly manner. The shortage of stenographic staff has made it necessary to depend more and more on leaflets which answer most of the questions usually asked. We will try to make these increasingly attractive.
- (e) We find that by supplying public men, members of service clubs, and other public-spirited individuals and organizations with information about our National Parks, we are able to promote a better knowledge of these great areas and a sympathetic appreciation of the advantages which they have to offer.
- (f) The official in charge of public relations for the National Parks Bureau must be a man of broad knowledge and considerable enthusiasm. It is his duty to keep in touch with all agencies which can promote travel to the parks and to make sure that people enjoy themselves while they are there. He must be in constant contact with the public, the press, the radio, the National Film Board, transportation and travel agencies, and especially the Canadian Travel Bureau and the tourist agencies which function in association with it. He must be able to give worth-while addresses on short notice.

We are working in closest possible co-operation with agencies which can promote the fullest enjoyment of our National Parks. The support which we receive from the organization and advertising of the Canadian Travel Bureau and the publicity received from public transportation companies, and from provincial tourist and travel bureaus are cheerfully acknowledged.

Any statement of this kind about the National Parks would be quite incomplete without a word of grateful appreciation of the excellent assistance which those who are promoting a better understanding of Parks and Parks problems



receive from the daily press and periodicals of our own country and for that matter from similar media in the United States and other lands. This also applies to certain national advertisers who co-operate with outstanding advertisements.

It will be realized that development can proceed only as appropriations can be provided and all existing facilities must be adequately maintained before further developments should be undertaken. To make the most advantageous use of whatever funds can be had for development, all plans should be prepared well in advance so that the work may be properly organized.

#### PLANS FOR FUTURE

The amount of development that can be accomplished depends on the funds that can be had and the equipment and labour available. The plans under discussion include:—

1. Preparation for, and hard-surfacing of some of the main highways within the Parks.
2. Replacement of wooden bridges with permanent structures.
3. Improvement of conveniences and the extension of camping sites.
4. Encouragement of private enterprise to provide bungalow and cabin accommodation—not overlooking the needs of those persons with smaller incomes.
5. Improvement and extension of our trail systems to facilitate not only forest protection but also hiking, trail riding, and the growth of the Youth Hostel movement.
6. Increasing facilities for all winter sports—particularly skiing.
7. Fostering a recreational and cultural program under supervision.
8. Improving fishing activities by continued research, hatchery, and restocking activities.
9. Town planning improvements, including the betterment and extension of public services.

Canada's varied and remarkable facilities for recreation should be regarded as a natural resource to be developed under wise guidance for the benefit of the greatest number of people possible. They are a natural resource, even as our mines, forests, and farm lands are natural resources, yet they possess one outstanding difference—they are not exhausted by use. Scenery, climate, beautiful surroundings, and wild life can be "sold" over and over again; can be drawn upon in perpetuity without any impairment of the original capital, provided adequate maintenance, supervision, and protection are continued.

Mr. Gibson was thanked by the chairman.

#### HELP LOW SALARIED WORKER

Hon. Harold Connolly of Nova Scotia said:—

"The question of accommodation in our national parks is a very important one. The low salaried worker will not have an opportunity to get the most out of our national parks unless low-priced accommodation is provided in these parks. I wonder if the National Parks Bureau has thought of low-priced accommodation?"

Replying to Mr. Connolly's question, Mr. Gibson said:—

"This is something we have not neglected in our planning, but as I say, we cannot do anything about it until the soldier housing problem is out of the



way. We intend to build places and rent the concessions so that lower priced accommodation may be available, but this must await the time when such construction is feasible."

Mr. Dolan advised the delegates that Mr. Gibson would be available for questions during the conference. He also announced that representatives of the Dominion Bureau of Statistics, the Immigration Branch, and the Customs Division would attend later sessions of the conference to answer any questions which the delegates might wish to ask.

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In adjourning the conference for the day, the chairman said he hoped on the following day the conference would get down to the business portion of this conference, after hearing the briefs from Nova Scotia and New Brunswick.

"It is then my desire," said Mr. Dolan, "to present what I am pleased to call the Canadian Government Travel Bureau program for 1947 dealing specifically with our advertising, our promotional plans, our literature, etc. I hope to have a discussion upon that program from all you gentlemen, freely and frankly. I want your advice upon that program and any criticism which you may have to offer, good or bad. After that I hope other members of the conference will see fit to tell us something of their plans and give us the privilege of discussing their program in the same manner in which I now invite you to discuss my own."

The conference adjourned for the day.

#### *Morning Session—Tuesday, October 22, 1946*

After calling the meeting to order, the chairman announced, with considerable regret, that Hon. J. A. MacKinnon had received word that morning of the sudden death of his brother at Edmonton, and would be unable to attend subsequent sittings of the conference or be present at the dinner that evening.

The delegates expressed a wish to have the conference send a message of condolence to Mr. MacKinnon, and flowers. Mr. E. G. Rowebottom of British Columbia and Mr. T. C. McCall of Ontario undertook to meet the wishes of the conference in this connection.

#### CANADIAN GOVERNMENT TRAVEL BUREAU

Mr. D. Leo Dolan, Director, Canadian Government Travel Bureau, Department of Trade and Commerce, Ottawa, gave a detailed outline of the bureau's program in the following words:

"I now want to open the purely business part of this conference with a rather extensive reference to what the Canadian Travel Bureau hopes to do next year, and with some reference to certain things we did this year. I don't propose to make any comment at all with regard to the importance of the industry; that is self-evident, otherwise you would not be here. I think it was very heartening yesterday to hear the Minister say, officially, that the Government of Canada is deeply interested in the tourist business and is concerned with its promotion and development within this country. You may have expected that he should have said something with regard to the amount of money which the Canadian Government Travel Bureau will have next year, but you will understand that is not the way we do things in democracies. We usually announce the estimates in Parliament in accordance with Parliamentary procedure. The vote in Parliament for 1947 will, I hope, be very satisfactory to you particularly,



and satisfactory to the many hundreds of thousands of people who are directly concerned with a successful and buoyant tourist industry, and of great importance to the whole of the country.

#### DEPARTMENT OF TRADE AND COMMERCE

I, as you know, have been here for some twelve years with the Canadian Government Travel Bureau, and I agree with everything said yesterday by a number of delegates, that at least we find ourselves placed in what I think is the appropriate department of government. I think it was the right step to have the travel branch of the federal administration closely allied with that of the trade department, because there are no two things more closely allied than travel and trade. Trade usually follows travel and it is indicative of that fact that the minister told you he is probably the most widely travelled minister of Trade and Commerce in the history of the department.

We are now in the department where I think we should have been at the start and I want to tell you, my colleagues, it has been a very, very delightful association up to date, and I think it will continue so. The departmental officials have been tremendously helpful to me and I think are just as earnestly concerned with a successful travel branch of the department as they are with any other branch of the government. They have been helpful to me on many, many occasions in the department with which I am now associated. Never have I received more co-operation or more intensive interest in my own activities than that extended by Mr. M. W. Mackenzie, Deputy Minister of the Department of Trade and Commerce.

#### RE-ORGANIZATION PLANS

As you know, during the war the bureau was pretty much dormant. That was an essential thing, and I think a good policy, but we were merely a skeleton organization. Now in this, our first post-war year of tourist travel, we are able to get back on our feet. I think I can say here, in the presence of my senior officials, we have rather extensive plans for a complete re-organization of the bureau and possibly before the next tourist season is on we will be operating far more efficiently—again with a fervent hope I say this—than we have in the past. I don't think I shall worry you with any details of what that re-organization embraces except to tell you it will result in, I think, a far more efficient bureau, and the adoption of methods and means far more satisfactory to those associated with me in this work than those now in existence.

#### 1946 ADVERTISING CAMPAIGN

This year we had a vote of \$650,000 and of that amount practically \$500,000 will be used in our publicity, advertising, booklets and other services pertaining to the promotional work of the bureau. I cannot tell you what the estimate or vote will be for 1947; that is still a matter for negotiation with officials who have a great deal more to say about finances than either myself or my associates who are with me today. I am hopeful it will be a large vote. That is as far as I intend to go and that is all I propose to say with respect to the appropriation for the bureau in 1947.

I think I should tell you some of the reasons which guided our thinking so far as the 1946 campaign was concerned. As you know, the planning of advertising campaigns for the tourist trade must be done in the late Fall and early winter. We are always dealing in the future. We have to now decide our American advertising campaign for an industry which will be operating six months from now. We faced that position in 1946. At that time people were telling us there was some strong feeling in the country to the effect that accom-



modations was insufficient. We had expected a record volume of tourist travel in 1946; I think we achieved that. In the early months of 1946, not knowing what the housing accommodation would be in Canada—and I use the word “housing” accommodation with respect to tourist accommodation, hotels, resorts and inns—we decided not to carry on an advertising campaign in the magazines in the United States. We decided to use only the newspapers of the United States. I think all of you have received the folder of advertising which I sent to you before this conference. I need not go into detail about that program.

One thing we did do, and I think it was a wise decision, was to carry a precautionary note all through our advertising telling people they should make reservations before they came to Canada because of the situation which existed so far as our accommodations were concerned. You saw the type of advertisement we carried.

The 1946 year was a successful tourist year. Had we not been in short supply of certain goods and materials we would have set an all-time record for Canada so far as monetary value is concerned. Mr. R. A. Brown of the Dominion Bureau of Statistics thinks we may even yet, before the year is over, reach a record volume for visitors to Canada in any one year.

#### COMMENTS BY VISITORS

You might be interested to know that we, in the department, decided some time in July to find out what our American friends thought of Canada in 1946. So, in co-operation with Immigration and Customs officials we carried on a survey of returning visitors to the United States during the latter weeks of July and the first week of August. These returning visitors were asked one or two questions, such as: “Did you enjoy your visit to Canada, etc.” The replies received were astonishing. Only one tenth of one per cent of the people had any complaint to make of Canada. The “panic thinking” in some parts of this country was just “panic thinking”. Very few people had to sleep in cars and a very infinitesimal few even went without meals. On the contrary almost more than 99 per cent of them said they enjoyed Canada; they had good accommodation. Everyone seemed astonished at the fair prices they found in Canada. The greatest complaint was lack of liquor or beer, which isn’t after all a very serious thing in the conduct of the tourist industry, some statements to the contrary notwithstanding.

The prices they paid for meals in Canada were similar to what they paid before the war. They purchased clothing, chinaware, silverware, blankets and souvenirs, in about that order. They went back to the United States singing the praises of our price control measures.

Here I think I should say something to some of my colleagues. We in the tourist business ought to be very appreciative of some of the things which Mr. Donald Gordon and the Wartime Prices and Trade Board did. I think men like Mr. T. C. McCall, Deputy Minister of the Ontario Department of Travel and Publicity, who had some correspondence with me in this connection, will agree that the tourist industry has had a very wonderful co-operation from the Wartime Prices and Trade Board. They established a price schedule in this country which sent our American friends back home singing the praises of Canada. In their minds they knew they could come to Canada without fear of getting “gypped” in prices. Of course there have been some complaints in regard to prices.

#### EDUCATIONAL CAMPAIGN IN CANADA

During this conference we have got to make some decision with respect to where my authority lies and where your authority lies in control of the tourist industry. We hope to reach some decisions whereby you can help the



Federal organization and the Federal organization can help you. I do say this to you: We have got to carry on one educational campaign in this country to impress a very few people catering to the tourist that overcharging—or to use the common, good old word of “gypping” the tourist—has got to be dealt with firmly by the law enforcement of your province. In the few cases where this has happened, we have received bad publicity. There has been very little written about the fact that everybody enjoyed Canada.

Only the other day there was an instance in the Province of Quebec where some hunters were fined for using “jack-lights” and immediately the Associated Press carried headlines about tourist hunters being arrested in Canada. There were ten or fifteen people concerned in that incident against the 18 or 20 million satisfied customers, but the ten or fifteen got all the publicity and the others were not mentioned. That is why it is so important that in setting our own house in order we must see to it that everybody within the community catering to the tourist is impressed with the fact that the one-time visitor to Canada is no good. Unless we carry on and continue to bring about a repeat business of this tourist industry, it is going to fail. It is the repeater of any business who makes money for an individual or an establishment, and in this case, for a country.

However, as I said to you a moment ago, our survey generally showed that most of our visitors were completely satisfied with the conditions they found here this year. The vast majority went away very much impressed with our price control and very much impressed with the cost of the things which they decided to buy.

#### SUMMARY OF 1946

The first post-war year of our tourist industry has come to a close. It was not as tough as we had anticipated it might be. However, we, I think, learned some lessons in 1946. By and large the people of Canada reacted well to the campaign which the department launched early in the year. For the first time we launched a Canadian advertising and publicity program. We spent some \$100,000 on that campaign. We utilized magazine and newspaper media. We tried to stress the fact that after all courtesy was pretty much the keystone of this industry. As Mr. Georges Léveillé, Executive Secretary to the Prime Minister of Québec, said yesterday—I think it was a very striking statement—“In this industry we are dealing with human beings and human values.” That being so, we have got to treat people who come to this country with an inherent courtesy and hospitality. The campaign we carried on received tremendous editorial support in Canada. It was also supported by a campaign sponsored by the Canadian Association of Tourist and Publicity Bureaus.

We learned some lessons in 1946. The only complaints, and this I say to the provinces, that need immediate attention had to do with the condition of our highways in all the provinces. Later on I presume we will be discussing the possibility of highway improvement in this country. I think one of the delegates to this conference has already suggested that a conference of the highway ministers be called to discuss this very important subject.

#### COMPETITION IN 1947

Well, what are we going to do in 1947? You are going to see some real earnest competition for the travel dollar in 1947. Travel agencies in the United States have many long range plans. As you know, I spend more of my time in the United States than in Canada. Again, I may say, due to the splendid help I get from officials of my department and my own bureau (it is the feeling



of my deputy minister that I should spend more time in the United States) I have been able to ascertain from organizations there that they are going to do some very long-term planning.

The best statement I have heard is one from Ralph T. Reed, President of American Express Company, one of the outstanding travel men in the world. He said:—

With air facilities to Europe on the increase, and in view of recent Department of Commerce figures on the great increase in the number of American workers now receiving paid vacations for the first time, the two-week trip to Europe enters for the first time into the travel picture.

Mr. Perry said something yesterday about the bus lines carrying people in the lower income brackets. That I suppose is fundamentally true, but I had a gentleman come to my office a few weeks ago from one of the newspapers in New York city, where he represents a tabloid newspaper, not then carrying the schedule of one of the big airlines. There was a big disaster on one of the trans-Atlantic airships. This smart advertising fellow did not believe in just reading the names of the passengers. He found out what they did and where they lived. Of 48 on that 'plane only two could be classed in the high income brackets. The other 46 included stenographers and some were even domestics going back to the land of my ancestors, Ireland. These were mostly people with two weeks' vacation and they were people who read the tabloid and were definitely not in the upper income brackets.

This is the type of competition we will face. Travel to Europe will be within the pockets of the middle class. The year 1947 will see the beginning in earnest of peacetime competition for the American tourist trade. Evidence of long-range competitive planning in the United States travel market is beginning to accumulate. The interests at work are in the main represented by communications (air, steamship and railway organizations) and various countries such as the United Kingdom, France, South America and Mexico.

Our advertising agency made a survey of all the travel advertisements that appeared in just one magazine (*Time*) from June to August of last year. You see the results of that survey along this wall. That indicates the competition you see in the United States in one magazine, and not essentially a travel magazine at that. For six months that is the competition which Canada met in one magazine! We made a check of the magazines in the United States and discovered that up to date in one year, in one magazine only, there were 305 pages of advertising of United States origin as against 10 pages of Canadian origin, and that included one of the finest campaigns that any organization has conducted. That campaign was by the Canadian Pacific Railway. These 10 pages included two Canadian National Railways advertisements, which was the other big agency participating.

I don't need to tell you, gentlemen, that that is a competition which we would face if we are going to have the odds so strong against us. No matter how charming our country is, you have got to tell the story of Canada, and you cannot tell it by being at a disadvantage of thirty to one. To me it was a shocking thing. I had no idea in *Time* magazine you would see that much competition for the travel dollar. And when you stop to think of the many magazines published in the United States, then you get some idea of how far back we are in the way of getting a real advertising audience in these publications.

Two or three people have spoken of the competition in Latin America and the competition of other sections of the world. I don't think I need to stress that fact here any more because it is so self-evident to those of us who are about this table, but I just want to give you another quotation. This one is by General James Doolittle:



"By 1955 all American Airlines operating overseas will carry more than 2,000,000 Americans abroad."

This means that we may face a trend away from Canada as opportunities to go elsewhere increase. Our thinking on future advertising strategy must take into account the over-all long-term requirement to sell Canada as a vacation country. Our advertising dollar in the United States has now a bigger job to do than ever before.

The European market is going to open up in a year or more and it is going to be sponsored by some of the most brilliant publicists and outstanding executives in the entire world.

In 1946 we had to play up the vacation ad in the United States from the family standpoint. I still think that most of our appeal has got to be to get the family to come to Canada. All our American advertising in 1946 was designed for the newspapers.

### ADVERTISING IN 1947

I propose to give you the details of what we have designed for a number of advertisements in magazines for 1947. The three 1947 magazine advertisements now submitted for discussion were chosen from a number of alternatives. These ranged from advertisements built around special devices to secure attention, to effective travel layouts with strong pictorial appeal. Our decision in selecting our 1947 advertisements was based on the following argument:

1. 1947 is the beginning of Canada's bid for maximum tourist trade from the United States in competition with other regions in the world which then will be in the travel picture.
2. Therefore we need highly efficient advertising, which will produce high observation results.
3. The factors which we found to be of major importance in producing high observation are:
  - (a) Dominance
  - (b) Realism
  - (c) Number of elements in the advertisements
  - (d) Size of illustration
  - (e) Lack of "greyness" in illustration
  - (f) Subject of illustration.

To apply this formula to the 1947 advertisements means this: To secure *Dominance* it would be desirable to use black and white bleed pages so as to make the maximum use of the space we control in the magazines. All elements in the advertisement to dominate the readers' ideas in one direction, i.e., "Vacations in Canada".

To achieve *Realism* we intend to use attractive pictures showing the readers how they would enjoy their time in Canada—to put them right in the scene.

To give consideration to the *number of elements* it was regarded as important to hold the number of areas in the advertisement down to something like five. When the number of areas go above that figure, then there is generally speaking a deterioration in the observation rating.

We are planning the *size of our illustrations* keeping in mind the "dominance" factor is affected by a general experience that when 61 per cent or more of a total advertisement area is devoted to illustration, it will have a high observation rating. Less than 46 per cent is characteristic of low observation.

*Lack of Greyness* means that the blacks in the illustration are sharp blacks and the whites are sharp whites with considerable contrast between the two. Such a situation is characteristic of high observation. On the other hand, when



the blacks and whites are shades of grey, with a lack of sharp contrast, then "greyness" results, overlaying the whole advertisement with an atmosphere of dullness.

*Subject of illustration* means that consideration must be given the general characteristic of travel advertising with high observation ratings, in which major attention is on the "product", in this case "sharp" scenes from Canada.

#### NATIONAL PLANNING

Always it shall be the duty of the Canadian Government Travel Bureau to sell Canada as a travel nation. Nationally our program must always and ever be based upon that idea. We are trying to make the people, first in the United States, and later in the rest of the world, "Canada-Conscious" in their travel view. We can never do a particular job for this or that province. We can, however, and we hope to do this in our campaign in those newspapers which are contiguous to the respective provinces. In other words, in newspapers on the Pacific Coast we shall make our appeal particularly for British Columbia and urge the American people to vacation there. In the newspapers in the area which is south of Manitoba, I propose to take some guidance from the tourist director of that province as to what media we use. And so on across the country.

#### NEED FOR NEW PHOTOGRAPHS

To achieve realism in our advertising we hope we can get some attractive pictures. I have been very, very appreciative of the help I have received from all the provinces and the transportation interests in supplying me, not only with pictures for our booklets, but for our advertising. Gentlemen, I think you will agree with me when I say that, by and large, our tourist photography in Canada has not been of the best. I think there is great opportunity for improvement. Some of the pictures are very delightful, but, as Mr. A. B. Smith, Advertising Manager of the Canadian National Railways, will admit, a great many of them are not suitable for reproduction. I just thought I would throw out that statement because you might be able to improve that situation in some parts of Canada and get us some better pictures.

#### ADVERTISING SCHEDULE

In the tentative program which we have in mind, it is our intention to spend about \$250,000 before the first of April, mostly in magazines. I have here a tentative schedule. I am not going to go through it but will have it available for you to see. I just ask one thing of all of you. This is strictly for your own guidance and not to be given out of the conference.

So far as our broad plans for the season are concerned, we don't know yet how much money we are going to spend. We do know, however, that we will have some. It is my hope that we will have a rather substantial amount of money to spend after April.

We intend this year to do something the Canadian Government Travel Bureau has never done before. We are going to carry our advertising through beyond the months of May and June. We are going to continue on until late in the year, even as late as August and in some instances even into September, which we have never done before because we have never had sufficient money.

#### INCREASE IN ADVERTISING COSTS

There has been a tremendous increase in our advertising costs. I had the agency make up a statement for me to show what a program which we had done in 1940 would be if we did it in 1947, and really the figures were somewhat



shocking. A typical advertising program in 1940 would cost at least 42 per cent more to execute in 1947. It would take \$1.42 to do the same advertising job today that \$1 did in 1940. At the same time there will be more travel dollars to compete for. That is rather a substantial increase in advertising costs. For that reason we may not get enough money to do any extensive colour advertising for the Canadian Government Travel Bureau. I hope and pray for the day when I will get enough money to do only colour advertising in the United States.

## NEW TRAVEL LITERATURE

### GENERAL BOOK

On the matter of literature: we plan to issue some new literature through the Canadian Government Travel Bureau. As you recall we had the books of years ago, such as "Canada Calls" which was a very large publication. While it was a very excellent publication, I think it was a little too large and we found some difficulties in distribution. There are still thousands of demands for it. We intend, however, to print a new general book on Canada dealing more specifically with transportation, how to get to Canada, etc. It will be illustrated in colour and will contain a variety of subjects. In this general book I am trying to cover all phases of the tourist industry, including railways, bus lines, airlines, steamships, hotels, capitals of Canada, etc. It will also deal in a general way with various subjects, such as hunting, fishing, canoeing, motor-boating, launches, inland waterways, etc. We hope to have this general tourist booklet off the press early in the new year.

### SKIING BOOKLET

The other book we propose to publish this year is a skiing book. I was very glad to hear Colonel Welsh say that Ontario was going to publish one also. Quebec is already fairly well established in that respect, the western provinces too, and the Federal government as a help to our winter sports activities proposes to issue a new ski book, written by an authority on the subject. The book has already been submitted and has the approval of several experts on the subject. It will be in black and white.

### FISHING BOOKLET

Around this room you see now for the first time the paintings which we plan to reproduce in our new fishing booklet. There will be about fifteen of these reproductions in our new fishing booklet, and I say, with some pride, this is the finest selection of game fish paintings ever produced on this continent. This book is going to be perhaps the most elaborate book we ever published. It is going to be in four colours. These paintings will be in it, and the text has been written by Gregory Clark of Toronto. We think this is a new style of approach to sport fishing. This book is written by a man who, you will all agree, is an authority on sport fishing. He is a great angler himself and one of the most brilliant writers on this subject we can find in any part of the country. Already the text of this book has been sought by a large magazine. I am deciding whether we should let them use it or not.

### HUNTING BOOKLET

The other book we had planned to do was a hunting book. I am discarding that for the time being as I have been unable to get a writer to do as fine a job on hunting as Gregory Clark has done for our fishing book. I am going to continue on with our present "Game Fields in Canada" book for another year or two.



I had hoped to have the dummies of these booklets here but in order to hasten the printing I had to leave them with the King's Printer. I propose to show you some slides, however, indicating what these books will look like and what some of our proposed advertising will look like. I thought you would get a better idea if I presented this material in a visual way rather than talking about it.

We are having some difficulty in connection with paper for our booklets. You all know what troubles you had with your own literature this year. I am afraid we are going to have the same trouble again next year to some degree. I believe these books—and I hope you will agree with me when you see some of the display—treat our literature situation in a far more effective way than formerly.

Our new booklets will be smaller than those we published in the past. The approximate sizes will be 8" x 10" and 5½" x 8". We felt we could treat these subjects better by giving a man a book he could carry with him. We thought we might do a better job in that way from the standpoint of each subject, than as we did in "Canada Calls" trying to make an over-all treatment of Canada's various tourist attractions under one cover. That is largely what we propose to do in the way of literature next year.

### SPORTSMEN'S SHOWS

We also propose again this year to take our elaborate exhibit, built under the direction of the Exhibition Commission of our department, to the sportsmen's shows in different parts of the United States. This exhibit is out at Uplands Airport, and I wish some of you could take the time to go out and see it. We have already contracted to go to Cleveland, New York and possibly Boston.

To my Western friends I want to say this. We have had this exhibit mostly in the Eastern places because that is where the large sportsmen's shows are held. We have gone to Minneapolis, Milwaukee and Chicago. I assure you that if at any time you think this exhibit would be of value to you in Western Canada, we are prepared to go into a real travel or sportsmen's show on the west coast. I admit we have never had it farther west than Minneapolis because there have not been shows of sufficient importance held farther west.

(Mr. Rowbottom of British Columbia asked Mr. Dolan if he would consider bringing the Canadian Government Travel Bureau exhibit to Los Angeles, if and when a suitable occasion arose. Mr. Dolan said he would be more than willing to consider taking the exhibit there.)

### FILMS

We have also, this year, in conjunction with *Field and Stream* magazine, started to make three sport films under the supervision of the National Film Board of Canada. We propose to spend some \$15,000 as our part of the operation. These films will go into the Field and Stream library and be circularized throughout the United States. There will be three pages of advertising given to us free. One film deals with fishing in all parts of Canada. These films will be ready for distribution early in the new year.

### POSTERS

For the first time in our history we are going into posters. Some of these paintings you see around the room will be used as posters as well as in our books. We intend to issue a poster with Mount Eisenhower as part of the background. At no time before did the Canadian Government Travel Bureau do any poster work. The railways have done a great job from this standpoint.



## RADIO

As far as I can say now we will not go into radio now. I don't know what your results have been as far as radio work is concerned. We tried radio once in 1940. My best advice is that up to date the travel experts in the United States have not used radio very successfully, at least not to any great extent. I hope some day we will be able to use this medium successfully.

I visualize a radio program going from Canada with Canadian talent of sufficient class to warrant acceptance by the networks of the United States, and I hope of such a character that it would command an audience. Unless you can command an audience in the United States there is not much use in spending money on radio for travel except for spot announcements which some radio men use, such as the Labatt firm are using in Ontario.

To date radio has not appeared as part of our advertising program. Next year we may do another Canadian program but I am not sure about that yet.

## COURTESY AND ACCOMMODATION

Our Canadian newspaper and magazine program was fairly successful. We may have to continue this educational work. I believe we still have to do a great amount of educational work among our own people. We must inculcate in their minds the thought that most of these people have been invited by the governments in the first place and by the transportation interests in the second. They have received an invitation to come and enjoy themselves—an invitation issued over the signature of government departments. It is in effect almost an official invitation. The Canadian people must be made to understand, most definitely, that these visitors are to be treated with courtesy, kindness, and above all, honesty.

We must improve first the physical assets of the tourist industry, from Nova Scotia to British Columbia. I know this is going to be difficult, in view of the housing situation, but I am not speaking of 1947 only. An improvement in Canada's tourist assets is long overdue. Some of our roadside cabins have got to go. More attention must be paid to hygienic and sanitary conditions. It is the few black spots that ruin the whole picture.

I was glad when I saw the Parliament in British Columbia passing legislation in that province to control tourist establishments. You and I know that years ago everyone was frightened to do anything about regulating the tourist homes and tourist cabins because it might have been a little difficult when election time came along. But the good man and the good woman are the ones we are asking for regulatory control. They say: "Yes, we want supervision and regulations."

## CANADIAN FOOD

We must do something to improve the cooking in Canada. I think there is a great field of endeavour there. I throw these suggestions out to you, my associates. If you think the Canadian Government Travel Bureau can help you by appropriating some thousands of dollars to bring to this country some expert chef from say, Switzerland, and in co-operation with the provinces have him speak to cooking schools or hotel classes, my minister, my deputy and I can assure you we will give that very sympathetic consideration and be prepared to go a long way with you in financing a program of that kind.

There is need for some educational endeavour in the field of cooking. In a kindly way, we must say that the old methods are not going to do. These people are not spending millions of dollars in the United States, as you see here along these walls, without trying to improve their catering and the whole tourist picture in that country.



## CANADIAN SPIRIT

I think I have kept you too long already. Our Canadian problem is a serious one. We must improve some of the things pertaining to a successful tourist industry. After all you are my fellow Canadians; you know we cannot continue to praise what God gave to Canada. He gave us everything in tremendous abundance but we have got to improve the physical assets so that the people of the United States, indeed, the people of the world may see some of the glorious things with which nature endowed this country. That ought not to be a very great task for Canada. It ought to be a pleasant task for Canadians.

Secondly I say, and Colonel Welsh made reference to this yesterday, and indeed I think some of the others mentioned it too, we must remind them it is not only a question of dollars and cents going into the respective provinces or into the pockets of the people who cater to the tourist. I am one of those who believe we will only develop in this country a true spirit of Canadianism the better we learn to know one another. We can learn to know one another in the easiest possible way by travelling within the boundaries of our own nation—east and west.

There is no time you learn more about a man, or more delightful things about him, than when he is on vacation. Vacations are responsible for the formation of many lasting friendships, and also, I think, many romances. If we can get Canadians travelling around this country meeting one another we will have achieved a great deal. If I had the right to move fifty to one hundred thousand people from the Province of Quebec into the Province of Ontario every year, and could do the same thing with the people of Ontario and send them into the Province of Quebec on vacation, there would be no real problem in the Dominion of Canada.

This most potent instrument of travel must be used for the development of national unity and a true Canadian spirit. That ought to be an ideal task for you gentlemen to embark upon when you leave this conference room at the end of these deliberations."

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DISCUSSION ON ADVERTISING

Mr. R. G. McNeillie, Passenger Traffic Manager, Canadian Pacific Railway, asked what proportion of the Canadian Government Travel Bureau budget would be spent in American magazines.

Mr. Dolan replied that \$250,000 would be spent in magazines up to April 1, 1947. He said he was sorry if he gave the impression that the bureau intended to swing entirely from newspapers to magazines. "Both will be used in the United States in 1947 by the Canadian Government Travel Bureau. The early part of the campaign", Mr. Dolan said, "will be chiefly devoted to magazine advertising. Newspaper circulation will be around thirteen million."

Mr. Georges Léveillé, (Province of Quebec) asked how many months of the year were included in the Canadian Government Travel Bureau advertising campaign and Mr. Dolan replied that he hoped to have an eight or ten months' program.

## SHOWING OF LANTERN SLIDES

After answering miscellaneous questions about the proposed advertising campaign of the Canadian Government Travel Bureau, Mr. Dolan presented a series of lantern slides to the conference delegates. During the showing of the slides, he promised to bring before the agency the various suggestions offered by the conference in connection with illustrated pages of the new booklets.



## REGIONAL ADVERTISING

Mr. E. G. Rowebottom (British Columbia) introduced the subject of regional advertising. Mr. Dolan said he would run one or two pages of copy having an appeal somewhat similar to that carried by the Canadian Government Travel Bureau a few years ago. He recalled a previous campaign in which advertising was carried in the state of Oregon dealing with British Columbia and Alberta. Mr. Dolan said that could be done again in newspapers only but not in the magazines, and he promised to meet Mr. Rowebottom's wishes in this connection.

Mr. Dolan said it would be impossible for any bureau to have enough money to use all the newspapers in the 48 American States. Other delegates concurred in this statement.

Hon. J. S. McDiarmid (Manitoba) remarked as follows:

"As far as Manitoba is concerned we have no intention of interfering with your national job. We do not propose to tell you what media you should use, but we do say there are ten central northern states that have been neglected in years gone by. I do think this situation can be remedied without interfering with your national program, rather as part of it, because the Province of Manitoba does not expect many visitors from New York or the Eastern United States area where most of your money is spent. We don't expect people from Los Angeles; naturally they go to British Columbia. We are one province, perhaps there are two, who receives the smallest number of visitors. Don't you think that as a national program for Canada we should try to bring tourist visitors to the two provinces that need them most?"

Mr. Dolan said the provinces would be advised of his proposed advertising campaign in sufficient time to enable them to link up with the Canadian Government Travel Bureau advertising, if they desired.

In reply to Mr. McDiarmid's request, Mr. Dolan promised that if the directors of the various provincial tourist bureaus would write to him suggesting some of the media they thought he might use, he would try to meet their wishes as far as humanly possible. He pointed out there was always the question of the budget to consider and the advice he received from his agency regarding certain media. However, he suggested that the tourist directors write to him as soon as they arrived home, with respect to what U.S. newspapers they would like to see used on behalf of Saskatchewan, Manitoba, Alberta, British Columbia, etc. He hoped he could go at least part way with them.

The Director of the Canadian Government Travel Bureau again invited the delegates to send him any suggestions they wished in connection with advertising media.

He pointed out that most of the big publications have their headquarters in the East. To get into these big publications cost money and that it was hard to get a true picture of distribution as the schedules showed more money being spent in eastern circulation because of the higher rates. Because of their large circulation, Mr. Dolan pointed out, the cost of advertising in tabloids was excessive.

Hon. J. S. McDiarmid (Manitoba) mentioned that the *New York Times* was not read by the ordinary people in the central or western states.

Mr. W. A. S. Tegart (Saskatchewan) said he hoped Saskatchewan would not be neglected and reminded the delegates that the prairies had everything with the exception of mountains.

## CANADIAN PACIFIC RAILWAY

Mr. J. H. Campbell, Manager of Public Relations, Canadian Pacific Railway, Montreal, remarked:

"Our job is a little bit more complicated than yours because we have a division of departments within our own system. This year we are getting back



into our advertising swing. We have a new addition—steamships. We have those extra complications, but our general broad plan was very much the same as that of the Canadian Government Travel Bureau, that is, an all-Canada job. Our magazine advertising campaign is in tentative shape very much the same as yours but we are able to offer practically the same thing you have offered to the provinces in newspaper advertising in contiguous territory.

I did not come prepared to speak at the moment. However, I have been sitting here looking at the display of advertising on the wall and, strangely enough, in one of our advertisements that happens to be included, there was your general theme. (Mr. Campbell pointed out the ad. on the wall as an example). We advertise all sections of Canada.

In our newspaper advertising this year I think we can quite safely promise to follow out a great degree of co-operation with the provinces in their sectional advertising and bespeak any suggestions from the members present if they would be good enough to send along to us their wants in that respect."

### CANADIAN NATIONAL RAILWAYS

Mr. A. B. Smith, Advertising Manager, Canadian National Railways, Montreal, made the following comment:

"The problem which presents itself to us is comparable to that which faces you and the Canadian Pacific Railway. I was interested in the comment from our Saskatchewan friend. I think that advertising in the immediately contiguous territory is effective, but business comes from considerably beyond that range. The whole appeal is Canada, and we draw business from the United States largely in relation to two things; population and income. You may get population without income, but generally speaking when you get north of the Mason Dixon line it readily follows a pattern. We have that big job that you have of distributing funds across the country and telling broadly the story of Canada, and specifically in relation to the railway interests.

"One thought came to me as you were discussing the question of the relative representation accorded various parts of the country: Suppose the list is set up and you have a total line rate of maybe \$50 to \$60 for a campaign that is to run in every one of those papers. Purchase an equal number of insertions 'across the board.' In the larger circulation papers, such as the *Chicago Tribune*, you will get one insertion and you will get the circulation that that one insertion gives you. Similarly you will get one insertion in, for instance, the *Omaha World Herald*, and so reach its readers. Arriving at your distribution in that way you will get an equal number of insertions in all publications. This seems like one method whereby you might arrive at a solution of fair and equitable coverage between the various sections of Canada. It is not going to give you an equalization in dollars but it will afford an equalization of messages. The equivalent of dollars that will buy into say, New York, Boston or Philadelphia papers would give you a representation in your midwest papers which would be away out of proportion."

### DISCUSSION ON ADVERTISING

Mr. Dolan remarked:

"We will try to arrive at some solution to meet the wishes of the provinces as far as is humanly possible, taking into consideration, first, the amount of money we have available; second, the divergencies in rates and wealth."

Mr. R. G. McNeillie, General Traffic Manager, Canadian Pacific Railway, Montreal, said:

"One of the things that happened in 1946 was something we did not look for at all. Fortunately at the time we were not advertising all-expense tours in the national magazines. Very early in the season, our two, four and six day all-



expense tours were completely booked. We had to discontinue the newspaper advertising very quickly because we could not handle the business. These are things you bump into and for which you are not looking."

Mr. J. H. Campbell (Canadian Pacific Railway) added the following:

"Our newspaper advertising campaign is very flexible. We have to keep it that way because of variations in movement of traffic. We could very well get together with you therefore and supplement any of your paid space publicity without overlapping in practically all our newspaper advertising in the United States. Perhaps that would assist in the solution of your problem of where to spend those dollars."

Mr. Dolan thought it was a very complex problem. "I think we should give the provinces a little more help than we did in the past," said he.

Mr. J. H. Campbell, speaking on behalf of the Canadian Pacific Railway, said:

"As far as the railways are concerned, there is practically no conflict between them in this matter because we are essentially advertising the same thing, that is, Canada, and I have no doubt we could work out an all-around scheme which would help your advertising."

Mr. T. C. McCall (Ontario) asked Mr. Dolan to send the provinces copies of the Canadian Government Travel Bureau's schedule of advertising as well in advance as possible. He expressed his view on the subject under discussion, as follows:—

"We, in Ontario, don't expect the Canadian Government Travel Bureau in Ottawa to advertise Ontario to our nearest market. That is our job and I think we can do it better than you, if I may say so. We have plans to use newspapers to cover at least 14 states which are more or less contiguous to the Province of Ontario. We have been doing that for a couple of years and find it an effective means of advertising. We propose to go further afield into such states as Texas and Florida which offer good potential markets. We are not going to ask you to advertise Ontario for us. If you concentrate on promoting Canada as a whole, we feel that we will get our share of business.

"During the last season, I felt that one of the most difficult forms of competition we had to meet was that coming from our own railways. The Canadian National and Canadian Pacific are spending large sums of money advertising Jasper, Banff, etc. We have not in Ontario any large railway resorts or hotels, except Devil's Gap Lodge and possibly the Royal York hotel. I feel like some of the other gentlemen around this table feel, that perhaps we are not getting a fair share of that, but I can quite appreciate why the railways follow that line in their advertising.

"I don't propose to suggest to you, Mr. Dolan, how you are going to spend your money. I have a great deal of confidence in the Canadian Government Travel Bureau and in the media you use. We would be quite satisfied to have you let us know in advance when and where you are going to do your advertising. We will try to integrate our program to get the best results from your program and our own."

Mr. Dolan replied to Mr. McCall in these words:—

"I should be very pleased to have an exchange of media from all the provinces today or very shortly.

"Mr. McNeillie has brought up a point which I think I should mention now. Let us say the Canadian Government Travel Bureau is in the Boston *Sunday Globe*, April 15. We might want to have enough Canadian advertising in that issue to dominate the travel pages. Or if you are going in the April 15th issue or in the 20th and wish to have Canadian advertising dominate. Where we want



to dominate two or three pages of that issue with Canadian advertising, I think we could work out such a plan by consolidation. That is why I had this schedule made up so that you could look at it."

Mr. W. H. Stuart, Deputy Minister, Department of Industry and Publicity, Province of Nova Scotia, entered the discussion with these remarks:

"Your specific reference to the *Christian Science Monitor* gives rise to a question in my mind, notwithstanding the observations as expressed by Mr. McDiarmid. We were advised by our advertising agents in New York against the use of the *Christian Science Monitor* as advertising media for this year. Our agency did not speak very encouragingly of the results we could expect at this particular time. Our experience confirms the advice we have received from our advertising agents in New York."

The discussion on advertising media was brought to a close when Mr. Rowebottom observed that the conference could argue all day about the respective merits of this or that publication.

#### CANADIAN INFORMATION SERVICE

Mr. T. C. McCall asked the chairman if he could offer any information regarding the activities of the Canadian Information Service.

Mr. Dolan replied:—

"The New York Office of Canadian Information Service did some very good work for us this summer. We have tried to have them refer to us directly any inquiries they receive in New York concerning tourist travel in Canada. We have had in mind opening branch offices of the Canadian Government Travel Bureau in New York, Chicago and Los Angeles. We had to discard that plan for the time being as the cost of rentals being asked for the proper space in New York and Chicago was so high at inflationary prices that I did not think it would be right to dissipate public money in that way. I think, however, the day is not too far distant when we must open an office in these strategic points in the United States. At the present time we have not had an opportunity to utilize Canadian Information Service offices except in the cities of New York and Washington. We are thinking seriously of having a Canadian Government Travel Bureau representative in the Canadian Information Service office in New York next summer."

#### CANADIAN GOVERNMENT TRADE COMMISSIONER'S OFFICE, LOS ANGELES

Mr. Dolan told the conference that the Canadian Government Trade Commissioner's Office in Los Angeles had been as good a tourist office as he would want in the city of Los Angeles.

Mr. Rowebottom of British Columbia agreed with Mr. Dolan that Miss Marion V. Remington of the Canadian Government Trade Commissioner's office in Los Angeles had done a splendid job on behalf of the tourist industry in Canada.

#### CANADIAN ATLAS

In the following words, Mr. R. A. Gibson, Director, Lands, Parks and Forests Branch, introduced the subject of a Canadian Atlas:—

"The National Parks Bureau is interested in the preparation of maps. We believe there is nothing of greater value to the average traveller. We regret that we no longer publish the Canadian Atlas which gave basic information on Canada. The school teachers in the United States assure us if they have this information about Canada they love to teach it. We hope that some day some organization, such as the Canadian Government Travel Bureau, with the



co-operation of the provinces, because much of this material must be written by the provinces, will undertake to publish a Canadian Atlas. Now that the provinces have well-organized groups that could provide the material, it should not be a very big job to get out such a publication."

Mr. Dolan said the Canadian Government Travel Bureau still received hundreds of requests for the Atlas to which Mr. Gibson made reference.

### MAPS

Speaking of maps, Mr. McCall of Ontario asked if the Canadian Government Travel Bureau intended to continue the distribution of its present map. Mr. Dolan assured Mr. McCall that the Canadian Government Travel Bureau would distribute approximately 200,000 maps a year.

### 35MM MOTION PICTURES

Mr. Rowebottom of British Columbia told the conference he was very much interested in the subject of 35mm. pictures. He asked Mr. Dolan if any consideration had been given to 35mm pictures within the next year or so.

Mr. Dolan replied:—

"We are going to discuss very shortly with the National Film Board an over-all program of motion pictures for Canada. We are going to try to plan a program for a period of three or four years. It would be impossible to cover this country in any one year.

I have been talking, as well, with two or three large industrial enterprises in Canada. They are going to do some nine or ten 35mm films on Canada. The railways, as you know, have always done a tremendous job, and the National Parks Bureau have also done a good job.

Films become outdated very quickly and it is no longer profitable or wise to use anything but colour films. The day of the black and white film is gone; but colour runs into money. Some time later I should like to discuss this more broadly."

### MOTION OF THANKS TO MR. DOLAN

Mr. E. G. Rowebottom of British Columbia, thanked Mr. Dolan for his presentation, in the following words:—

"I wish to say a word about the splendid Presentation, Plans and Policy presented by you this morning. I may say, and each and every one here will agree, I know, that you have given us a very splendid picture of your aims and endeavours for the coming year. We know something of your problems, you have outlined to us a very clear-cut picture of your objectives. We will be able to go back to our respective homes and tell them out in British Columbia or down in Nova Scotia just what the Canadian Government Travel Bureau is going to do for us in 1947. I move that a hearty vote of thanks be extended to you."

All the delegates concurred with Mr. Rowebottom and a vote of thanks was extended to Mr. Dolan.

Mr. Dolan responded as follows:—

"In all the years I have been here, I don't think there has been an official of government who has received finer help or co-operation from organizations throughout Canada. I wish to thank all of you gentlemen, my colleagues, and associated government departments, for the generous assistance I have received.



You have all been exceptionally kind, and what contribution I have made is a result of the wonderful help I have had from you gentlemen, government departments and organizations throughout Canada."

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In closing the morning session, the chairman reminded the delegates that Mr. MacKinnon had asked them to be his guests at dinner in the Quebec Suite of the Chateau Laurier at 7 o'clock that evening.

#### *Afternoon Session, Tuesday, October 22, 1946*

The meeting was called to order by the chairman.

In connection with the subject of regional advertising which had been discussed in the morning, he showed the delegates proofs of a small-scale regional campaign which the Canadian Government Travel Bureau did in 1945. This campaign dealt specifically with every province in Canada and was carried in newspapers contiguous to the respective provinces.

#### TOURIST ADVERTISING BY PRIVATE ENTERPRISE

The chairman spoke as follows:—

"There is another item I intended to speak about this morning which undoubtedly has been drawn to your attention at different times. Within the last year or so some private enterprises in Canada have been indulging in tourist advertising, and some of them have done a very fine job. I believe, because of the law, some of the advertisers are refraining from mentioning the principle product they manufacture—it is extremely popular with our visitors and with ourselves. Instead, they have taken it upon themselves to use space in magazines and newspapers to advertise and publicize the tourist industry. The names of some of these firms were mentioned.

"Seriously they have been doing a splendid job and it is helping us out. I think we ought to, now and then, at some appropriate casual moment, express our appreciation to these institutions who are all adding to the tourist advertising picture of Canada. Some of them, I understand, are going to continue their programs throughout the year, not dealing with any one province, but dealing with the whole of Canada. That naturally appeals to me, as I know it will to those whose provinces are being advertised as well."

#### SPORTSMEN'S SHOWS

Mr. Dolan continued:

"This morning I also intended to speak on one matter which was brought to my attention at noon. That had to do with our sportsmen's shows. There is a section of our big exhibit which deals almost wholly with bird-shooting in Canada and is a very attractive part of our advertising. We took that to the Minneapolis show this year and I certainly think we gave some benefit to Manitoba and also Saskatchewan at Minneapolis. Incidentally at Minneapolis we received first prize for the best exhibit in the show."

(Photographs of the Canadian Government Travel Bureau exhibit were shown to the delegates.)

#### ALASKA HIGHWAY

The chairman introduced the subject of the Alaska Highway, as follows:—

"This afternoon this conference might like to hear something about the Alaska Highway from some people who know something about it. The repre-



sentatives from British Columbia have talked to me privately about their service and what they have been doing. I wonder if they would speak on that subject and then Mr. Gibson will tell you what the National Parks Bureau and his Department are doing in connection with their plans for the Alaska Highway. I think it pertains very effectively to all our tourist promotion work."

Hon. L. H. Eyres (British Columbia) spoke on the Alaska Highway as follows:—

"I rather appreciate this chance of saying something about the Alaska Highway as it affects Canada, and particularly the Province of British Columbia. As you all know as much about the Alaska Highway as I do, I won't go into any detail."

"Regarding the possibility of tourist travel, you might be interested to know that we have at the present time two men in there making a survey: one from the Department of Lands and a field man from the Department of Trade and Industry under the direction of Mr. Rowebottom. They are looking over this mileage from the standpoint of British Columbia. We have some 600 miles that we look after. These men are surveying the whole area to find out the places where camps could be started. This is going to be definitely a proposition for private enterprise. We don't want them going in there and losing money. We want to have these camps started at intervals along that highway, maybe 50 miles apart, maybe 70. The Federal Government has suggested that the reserve of land alongside of the highway should be lifted. I believe they are doing so on their portion of the highway. The government of British Columbia think it wise to leave the restriction on this mile back from the highway, so we have not lifted our reserve but we will do so when there are certain suitable available locations chosen. We will then lift the reserve for those locations so that private enterprise can go in there and be satisfied that they are going to have a fair chance to make a living."

"I believe it will be many years before a person can start upon the Alaska Highway, three or four hundred miles west of Dawson Creek and cater to tourists only. Knowing it to be the type of country it is, there are hundreds of miles not suitable for farming; there are only the lakes, rivers, forestry and some mining. It will be many years before a man can say 'I will start here in an opportune spot and get my living from the tourist trade.' He will need to have trap-lines or some other business, perhaps a small mill. We should be very cautious about having these fellows go in there at the present time. There are a good many company service stations there now. They have permission or permit from the Highway Commission to be in there serving the travelling public and highway maintenance units. We feel that our plan of supervising and giving permits to our tourist camp operators is a good one. We hope it works out—that time only will tell.

"I know Mr. Gibson can tell you more about that north country. We have in British Columbia's Peace River Block some very excellent farming country. The Peace River Block, both in Alberta and British Columbia, is a little empire in itself. There is excellent soil, excellent climate; land is easy to clear, there are wonderful rivers running through it and the land is productive. All that is needed is proper transportation to get out what they produce. I look to that portion of the country, Alberta and the Peace River district, as the last big stand of agricultural land in this Dominion that can be opened up for production and return to the man on it a decent living and a chance to have a real home. It is a wonderful country."

Mr. Gibson spoke about the Alaska Highway, as follows:

"I am glad that the Hon. Mr. Eyres has sounded a note of caution with respect to possible travel and development along the Alaska Highway. With the earlier ripening types of grain that are now common, all he has said about the possibility of the development of the Peace River Block is well in the realm



of achievement, and it won't be so long before there will be lots of people in that part of the country. The farther north he goes, the more difficult it is for a man to make a living aside from mining, and a great deal would depend on immediate development contiguous to the road. As you all know, the road is being maintained by the Department of National Defence (Army). It has full responsibility for solving the road maintenance problem. The Army does not wish to have its problem of maintenance complicated by unwise use of the highway.

When Canadian Army authorities assumed responsibility for the maintenance of the Alaska Highway on April 1, 1946, it was found necessary to continue the restrictions on civilian travel already in force, owing to the lack of sleeping and dining accommodations and of facilities for servicing automotive vehicles. These restrictions have been eased gradually as accommodations were provided, and as the development program now underway progresses, it is hoped that the highway will become more freely available to travellers. Permits are still required for its use.

During the past summer travel on the highway increased to approximately 800 cars per month. A proportion of this traffic represented that of American citizens travelling between the continental United States and Alaska on business.

In Yukon Territory the Department of Mines and Resources proposes to develop tourist campgrounds along the highway at intervals of approximately 50 miles. These campgrounds will be constructed on sites adjacent to clean drinking water and be provided with one or more kitchen shelters with stoves, suitable sanitary arrangements, and cleared parking spaces for cars and tents. It is proposed to operate these campgrounds along the same lines as the popular campgrounds in the National Parks of Canada. The development of tourist cabins, hotels and gasoline service stations will be left to private enterprise. Already considerable progress has been made in this direction in the Territory and such facilities have been provided or are in course of erection at Mile 634 (Watson Lake), Mile 710 (Rancheria), Mile 804 (Teslin), Mile 883 (Marsh Lake), Mile 917 (Whitehorse), Mile 1016 (Haines Cutoff Junction), Mile 1093 (Burwash), Mile 1167 (Koidern) and Mile 1184 (Dry Creek).

It is apparently the opinion of the Army, which is the maintenance authority, that wide open tourist traffic cannot be permitted along the highway next year and that it will be necessary to exercise a certain amount of control through the continuation of the Traffic Control Board which has been in operation. It seems that travel under permit could be allowed—

- (a) Bona fide business travellers, including prospectors
- (b) Self-contained and fully equipped tourists
- (c) Tourists who make previous arrangements for accommodation and whose vehicles are mechanically sound
- (d) Persons travelling by commercial car, i.e., organized bus trips.

Evidently the maintenance authority anticipates difficulty in coping with the greatly increased travel unless additional equipment is secured, and of course the maintenance authority does not wish to have to provide service to tourists. It is hoped that private enterprise will provide stopping places, service stations, etc. Bus services are already in operation.

In addition to the Alaska Highway, other means of travel are available to those desiring to visit the Yukon Territory. Canadian Pacific Air Lines provide a service, daily except Sunday, both from Vancouver and Edmonton to Whitehorse, head of navigation on the Yukon River system. Dawson, the Territorial capital, may be reached by air twice weekly from Whitehorse, or by the steamers of the White Pass and Yukon Route which operate weekly between these points during the navigation season. Regular sailings of steamships from



Vancouver, Seattle, and Prince Rupert also provide passage to Skagway, Alaska, where the White Pass and Yukon Railway is boarded for the 110-mile trip over the Coast Mountains to Whitehorse.

The Yukon, as it is popularly known, offers many attractions to the visitor, and, as facilities for travel are brought back to pre-war standard, an increasing volume of traffic may be anticipated.

Interest in the Northwest Territories has been intensified by reports of the gold discoveries made in the Yellowknife district. This area, situated northeast of Great Slave Lake, has enjoyed a major rush during the past two years, and the resultant increase in population has so taxed available accommodation that it has been found necessary to warn prospective visitors not to book passage without first making sure of a place to stay. Steps are now being taken to alleviate this situation, and by early 1947 available accommodation will be supplemented by another hotel.

Although Yellowknife and other points in the Mackenzie District can be reached by the time-honoured water route from railhead at Waterways, Alberta, most visitors travel by air. A service, daily except Sunday, is maintained by Canadian Pacific Air Lines from Edmonton to Yellowknife, and at least weekly to Fort Simpson and Norman Wells. Aklavik and other points in the lower Mackenzie Basin are served monthly by air.

A modern airport, accommodating large passenger planes of the Lockheed and Douglas type, has recently been constructed at Yellowknife. Landing fields are also available at several other settlements, including Fort Smith, Fort Simpson, and Norman Wells.

For the visitor with time to spare, two water transportation companies have limited passenger accommodation for the 1,700 mile trip down the Athabaska, Slave and Mackenzie Rivers from Waterways to Aklavik. This trip occupies from three to four weeks each way. If desired, the return may be made by air.

The chairman advised the conference that for the first time in several years a meeting of the Standing Senate Committee on Tourist Traffic was called this year. A very complete report had been made of the Minutes of Evidence concerning the Alaska Highway, presented at that meeting and copies were still obtainable from the King's Printer, Ottawa.

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The chairman then read the wire of condolence prepared by Mr. McCall and Mr. Rowebottom which the conference had sent to Hon. J. A. MacKinnon on the occasion of his brother's death.

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The chairman opened the discussion period with the following comment:

"Now gentlemen, as you know, we were this morning discussing the different problems arising out of our advertising, and at that time I threw out some suggestions to you. There might have been several things on which I spoke aside from advertising and publicity which you might desire to discuss. I did make some reference to catering and to the improvement of service with regard to films. I think most of the questioning this morning had to do with our advertising program. I don't want you to think you are precluded from asking any tourist questions on the whole phase apart from the advertising and publicity angle, for, after all, that is only part of the job. You are free to discuss any phase of the whole tourist picture, if you so desire.

#### COST OF HUNTING AND FISHING LICENCES

Mr. A. A. Gardiner, General Passenger Traffic Manager, Canadian National Railways, Montreal, thought many potential sport fishermen and game hunters from the United States were being scared away by the high cost of



non-resident licences. He knew the conservation people would be against him in this and he appreciated the fact that a decrease in the cost of licences would mean more rapid depletion of Canada's resources. He felt, however, Canada's fish and game population could be increased by means of scientific conservation and production, as was being done in the State of Pennsylvania. Mr. Gardiner asked the provinces to look into the matter of reducing fees.

Mr. Georges Léveillé (Quebec) remarked that it would be very difficult to get the Minister of Fishing and Hunting in his province to agree to a reduction in the cost of licences. However, he agreed to discuss the matter with Mr. L. A. Richard, Deputy Minister, Department of Game and Fisheries.

Colonel Welsh (Ontario) observed that conditions which applied in the Province of Ontario might not apply in other provinces.

Mr. R. A. Gibson (Lands, Parks and Forests) told the delegates that every two years the Minister of Mines and Resources called to Ottawa officers in charge of game and fur administration in the different provinces for a discussion of policy. He thought this matter of licences would be a point which might very properly be placed before such a meeting. The game authorities from each province would have a chance to confer with each other and with Dominion officers and report back to their governments as to what might properly be done.

Mr. Gibson stated that the fundamental difficulty was the shortage of scientists to determine the number of wild life that could be taken with safety. This should be based on scientific investigation, and Canada has not been putting enough biologists through college to keep abreast of the problem. He felt in view of the wide difference of opinion on the subject that a satisfactory solution could be arrived at only by scientific investigation.

Mr. Léveillé stated that legislation shortening the season by 15 days had been passed in the Province of Quebec as a conservation measure.

Mr. W. H. Stuart (Nova Scotia) was inclined to subscribe to the opinion of Mr. Gardiner. He gave an example of a gentleman who came to Canada about ten days ago. It cost him \$25 for a woodcock permit and \$15 for a small game permit, making a total of \$40. Mr. Stuart said he considered this fee exorbitant, especially in view of the fact that this type of individual is an ambassador of goodwill and usually spends a considerable amount of money in Canada. Mr. Stuart said he would like to see the fee reduced as a gesture towards tourists who spend lavishly in this great vacation-land of Canada.

Mr. W. A. S. Tegart, (Saskatchewan) could not agree. He said:

"Perhaps I take these gentlemen up wrongly. I do not think the size of the fee determines the number of people we get. So many are discouraged by the fact that these fish and game are not there. I think until recent years, perhaps the last two or three years, it has been the assumption that the rifle and reel caused the depletion of fish and game, but latterly it is claimed that the sportsman is not the cause of depletion, rather it is the denuding of the surrounding territory and feeding grounds. It has been discovered that by fertilizing waters the number of fish can be increased. Canadian Industries Limited get out a booklet and it is interesting to read what they say on that point.

"I think possibly the Canadian Government Travel Bureau might set aside a certain amount of money to compile something along that line and distribute it to whoever is interested."

Mr. Dolan replied as follows:

"I don't think we could undertake a compilation of that kind. I would much rather have it done by scientists. I would not mind sitting in on a committee, but as to being in charge of collecting data on that subject, I would much rather have this done in Mr. Gibson's department."

Mr. Georges Léveillé (Quebec) mentioned that the Province of Quebec already maintained two biological stations.



## CONSERVATION OF FISH, GAME AND FORESTS

The Chairman made this comment:

"While on this subject matter of fish and game there is a matter which I should like to bring up because I should like some guidance.

During the last summer we have had a number of requests from commercial concerns regarding the possibility of leasing virgin areas in Canada for sportsmen who want to fly into Canadian fishing waters and hunting areas, make their kill, and return home the same day. If we ever adopt a scheme of this kind then we will have the scientists after us regarding the depletion of fish and game. Revenue from that type of sportsman would be meagre in the extreme. It is a matter for provincial regulations but I am wondering if in your thinking on this matter you could get some uniform regulation for the entire Dominion so that we would be in a position to advise people with respect thereto when they write us. We think that a special licence would serve not only to control these people who come in for a day, but would also be very effective in the conservation of our fish and game."

Mr. A. O. Seymour, General Tourist Agent, Canadian Pacific Railway, Montreal, stated:

"I don't think it is the fishing so much as the hunting. I certainly don't favour the idea of using aeroplanes in hunting. Nothing would deplete and extinguish our game quicker than that method of hunting."

Mr. R. A. Gibson (Lands, Parks & Forests) said:

"The Indian Affairs Branch of the Department of Mines and Resources has entered into agreements with certain of the provinces for the use of certain northern hunting grounds by Indians. The areas are improved and half-breeds and some local whites participate in the benefits. A scheme such as you propose would probably interfere with such an arrangement."

The chairman thought the conference ought to be concerned with this problem. He continued:

"I merely throw this subject into the conference for discussion. I have no set views upon it.

"I do believe that hand-in-hand with the publicity program we carry on to invite hunters and anglers into Canada should go a very definite program of conservation and restocking. We are interested not only in getting the people into Canada to hunt and fish, but also in providing game for them when they come and seeing that our resources are not depleted. We should have a conservation mind in the approach we make to this phase of the industry. For illustration, we are not able to hunt moose in some provinces. Not because American sportsmen depleted our game; our own Canadian people are the guilty persons so far as fish and game law violations are concerned. Our American sportsmen observe our fish and game laws to a far greater degree than our own native Canadian people. Some educational work will have to be done if we aren't going to see ourselves in the same position as some of the states to the south of us."

Mr. A. O. Seymour (Canadian Pacific Railway) informed the chairman that the fish and game departments were giving very serious thought and consideration to the subject.

Mr. R. A. McMullen, Director of Public Relations, Department of Economic Affairs for the Government of Alberta, said:

"We are a little more fortunate in that the game at the present time is plentiful. Alberta has a great deal of elk and moose, but last year the Canadian farmer and resident in Alberta killed more moose and elk than in any previous



year. There are a great number of ducks and geese, and pheasant shooting is coming to the fore. A number of well-known American sportsmen are flying into Lethbridge and other sections of Alberta for the pheasant shooting. Unless a method of conservation is put into operation we shall find ourselves in the same position in that it is the local sportsman who is doing the damage and not the visiting sportsman from the United States."

Mr. E. G. Rowebottom (British Columbia) mentioned that the same applied to British Columbia. In that province legislation had to be introduced which prohibited the catching of trout by visitors. He felt there was much merit in Mr. Gardiner's suggestion regarding the reduction of fees. The same difficulty would exist even if the fees were raised. British Columbia was watching this matter very closely.

Mr. E. G. Poole, General Tourist and Convention Agent, Canadian National Railways, Montreal, believed the root of the trouble was the illicit hunting by our own people.

Mr. E. G. Rowebottom stated that there were game wardens scattered all over the Province of British Columbia.

Mr. R. A. McMullen (Alberta) said that while in 1939 there were 100 hunters in one given area, today there are 500 hunters in that same area.

The Chairman remarked:

"Immediately after the last war the number of sportsmen in the United States increased tremendously—something like 30 per cent. Indications are that there may be a similar increase in the number of people who want to go fishing and hunting in the immediate years after this past war. I think we, as tourist experts, should give some thought to this.

I think, by and large, our game officials throughout the country are the best you will find in any part of the world. I think we have some very efficient men operating our fish and game departments in this country. We should be ready to help and assist them in this difficult situation."

Mr. T. H. R. McNally, Executive Secretary, Canadian Association of Tourist and Publicity Bureau, spoke as follows:

"Being one of the few people here who can speak without political connection, I have no desire to interfere with the game wardens of any section of the country. It does nevertheless persist that when a magnificent yacht goes through Georgian Bay, with two men in the party taking 168 lbs. of fish in one day (they have them hanging out for display as they pass every dock) nothing happens to them. The game wardens are tremendously impressed by the possession of this world's goods and the chap who puts on a tremendous show gets away with plain murder, while the ordinary people look on and wonder how this happens. It does happen year in and year out.

I wonder whether there could be evolved some scheme of professional training for these wardens and sending them into some other area to carry on their work. Or some other scheme evolved that might do away with some of the difficulties of the present situation where a game warden is a part time farmer and part time guide.

It seems to me there has got to be some method over and above the present system of game warden operation."

Mr. Georges Léveillé (Quebec) said that in Quebec a ruling had been established that, by the first of January, not even residents could have any trout in cold storage for their own consumption, in the winter.

Hon. Harold Connolly (Nova Scotia) joined the discussion, saying:

"There is no use in kidding ourselves about this matter. I am not being facetious. We have permitted our game wardens to be insufficiently paid, and



as Mr. McNally so well said, because of the state of abject poverty in which most of these wardens are forced to live, they are easily influenced by any show of affluence."

Mr. A. A. Gardiner (C.N.R.) laughingly remarked that he was one of those part-time game wardens and he was not easily influenced by a display of affluence.

Mr. R. A. Gibson (Lands, Parks & Forests) again reminded the conference of the forthcoming meeting of game and fur administrators. He said:

"I hope someone will appear at the Minister's conference in the winter and submit the views of this meeting and enter into discussions. They would be welcome indeed. I think it would be a very fine idea if we had a spokesman present to represent this group. I know Mr. Seymour and Mr. Poole are always in attendance."

The Chairman assured Mr. Gibson there would be some tourist representatives at that meeting.

Mr. W. H. Stuart (Nova Scotia) gave his interpretation of the subject, as follows:

"My interpretation of this whole matter is that the depletion of fish in a lake or river is not so serious as the depletion of the necessary algae and plankton in the lakes inhabited by fish, or the depletion of forests which moose, deer and caribou inhabit.

I have in mind the restocking of Maligne Lake at Jasper which was once absolutely fishless but which now is one of the great sport fishing waters of the world."

Mr. Gibson (Lands Parks & Forests) reminded the conference that none of the things affecting wild life so far discussed was as serious as the effect of forest fires on a great part of the country. In the wake of forest fires there was no wild life left. The people from these burnt out areas have to go somewhere else and consequently crowd up in other areas.

Mr. Gibson also observed that before a lake could be restocked it would have to be investigated to determine what food there was in the lake for the kind of fish one wished to develop. "Sometimes you have what appears to be a remarkable scientific experiment which goes on for some years and then tails off." He said he was sorry if some people were inclined to scoff at the results of scientific investigation. Such investigation was essential as a basis for wise administration of wild life resources.

Mr. Dolan suggested the inclusion of a conservation message in tourist literature, in these words:

"I wonder if in the literature which we all publish we could not have some message regarding conservation? I intend to carry a message for conservation of our fish, game and forests in the booklets published by the Canadian Government Travel Bureau. I happen to be a director of the Canadian Forestry Association, as are one or two other gentlemen here. I think we cannot do too much in carrying on a program of forest conservation. I believe some of the provinces already do it. Would you endorse a proposal that we all should make some attempt in our literature and maps to include the message of forest conservation because, as Mr. Gibson so well says, it is a tremendous problem in Canada?"

Mr. T. C. McCall (Ontario) observed that the discussion on conservation stemmed from a discussion on air travel. He said he had a great deal of confidence in the Ontario officials who were in charge of fish and wild life.



## AIR TRAVEL

Mr. McCall re-introduced the subject of air travel, as follows:

"We are very much concerned, and I think some of the other provinces are too, with the advent of the air age. I think we should discuss this problem before it lands on our doorstep. We are already beginning to see some difficulties, as just mentioned, in gearing our tourist business to the rapid transit age. We are now getting aircraft flying into every one of our provinces. There doesn't seem to be any satisfactory way of regulating that flow of air traffic. In the first place, our facilities for handling air travel are not good. These facilities, I think, are almost entirely within the control of the Federal Department of Transport. I don't think they have actually evolved a firm policy of establishing landing fields for civil aviation after the war. They did a grand job during the war, but they don't seem to have completed our transfer from wartime to peacetime procedure.

We get complaints from Americans that we don't have adequate facilities for them, such as customs service at the airports, etc. I should like to have some advice on this. And there is another difficulty, but one over which we have no direct control in Canada; that is, when they want to return. The United States customs and immigration officials put all sorts of obstacles in the way. I would like to hear an opinion from some of the other provinces on how we, as a national body, might approach this matter. There is probably some way we can assist the Department of Transport. During the war there seemed to be a tendency in the travel industry to want to hold back this new means of transport, but we cannot stop people from flying any more than by coming by automobile. We should get ready to receive these people."

Colonel Welsh added to Mr. McCall's statement as follows:

"We take the attitude that air travel is not something for the future; it is right on our doorstep now. Some countries are accessible only by air. We are not dealing with a problem that will be facing us fifteen years from now; it is facing us to-day. It is here and is the only means of transportation into a very large portion of the Province of Ontario. This also applies to other provinces. At the present time the existing arrangements are not satisfactory."

Hon. L. H. Eyres (British Columbia) agreed that the day of Civil Aviation is here. He said:

"I think it was obvious this summer on the Pacific Coast more than in any other part of Canada. History was made there when 130 privately-owned aeroplanes came up from Seattle to the Island airport. They came up in the morning, within two hours made a landing, cleared through customs and sat down to lunch. They were off the field by four o'clock. It proved to me that the problem is here with us now. We must have some place for them to come in and to clear quickly. I think this conference could do very excellent work if they could assist in some way."

Miss Mary Ainslie, Director, Publicity Branch, Ontario Department of Travel and Publicity, stressed the fact that air regulations should be uniform throughout Canada.

The chairman told the conference that immigration and customs officials would be present the following morning to discuss this phase of the question to which Mr. McCall had made reference. He said at the present time both these departments were discussing this matter and were in conference as well with United States customs and immigration authorities.

Mr. E. G. Rowebottom (British Columbia) said new regulations had just been brought down. He said his province had just reprinted the new regulations which had been issued.



Mr. McCall also pointed out the need for a more accurate method of gathering statistics on air travel. At the present time no difference was shown in the number of persons coming by commercial liners and privately owned planes.

Mr. W. H. Stuart (Nova Scotia) remarked that the mining industry of the north was developed by aircraft and yet there were no landing fields anywhere north of Sioux Lookout. He understood that there are now several landing strips in that area.

The chairman asked if there were any further items for discussion on that subject. He again invited the delegates to introduce any subject on which they would like to have the opinion of the conference.

#### MOTION PICTURES

Mr. E. G. Rowebottom (British Columbia) asked the chairman if he intended to bring up the matter of 35 mm. motion pictures.

The chairman read a letter which he had received from the Associated Screen News in Montreal on the subject of 35 mm. pictures. He was open to be convinced that he was wrong, but his own opinion was this:

"I think the most satisfactory distribution we get from motion pictures is in 16 mm. production films which are used in the schools, clubs, churches and places of that kind. I don't think we get as many pictures shown through theatrical production as we do through people who use the 16 mm. pictures."

Mr. J. H. Campbell (Canadian Pacific Railway) entered the discussion, saying:

"We have gone exclusively into 16 mm. films in colour and sound. Last year we had five new subjects; this year we hope to make more films. We plan to build up our film library and are going entirely into distribution through small audience groups. Our distribution is made through our traffic office. Our films are available to anybody who wants to send a man to supervise the showing of them."

Mr. Georges Léveillé (Quebec) made the following statement:

"In Quebec we have a cine-photographic service. We are doing only 16 mm. pictures. We do three or four subjects in tourism a year. We distribute them through our own channels and in schools, companies, service clubs, associations, universities, etc. They are there for anybody who wants the films. Films have been requested from us by international conferences on tourism in Belgium, England, and even in Rome."

Mr. J. H. Campbell mentioned that the Canadian Pacific Railway duplicated all their films in French.

Mr. Léveillé said anyone who wanted copies of Quebec's films could have them for cost.

Mr. Rowebottom stated that British Columbia had the same policy. Three men continually work on production of 16 mm. in sound and colour. Mr. Rowebottom again asked for an expression of opinion in connection with theatrical distribution. Mr. Léveillé said he did not care for it. Mr. Dolan said he felt that people go to the theatre to be amused and usually go to a club meeting, lecture, etc. to see series of travel films.

Mr. J. H. Campbell had this to say further on the subject:

"With the 16 mm. film you get a much smaller audience and get much closer to them."

Mr. R. A. Gibson (Lands, Parks and Forests) was interested in hearing more about the 16 mm. pictures. He wanted to know what experience the delegates had had with the use of kodachrome slides and a good lecturer.



Mr. Léveillé said these were used more for educational purposes in his province.

Mr. Rowebottom stated that British Columbia had used kodachrome slides satisfactorily, but not since 1938.

Hon. L. H. Eyres supported Mr. Rowebottom's suggestion regarding the use of 35 mm. film. He thought the 35 mm. pictures were head and shoulders above the 16 mm. "If you have the 35 mm. film it can go all across Canada, reaching tens of thousands", said he. He thought people liked to view pictures on Canadian travel and he mentioned the popularity of the "Canada Carries On" series.

Mr. Léveillé (Quebec) was of the opinion that the 35 mm. films took twice as long to accomplish as much as the 16 mm. The 35 mm. were also very costly. Although a larger audience was attracted by the 35 mm. films he doubted if it were an audience that would actually travel to Canada. Whereas the film shown through the smaller outlets usually reached a group of people who really want to travel.

Mr. Rowebottom replied:

"Our experience has been entirely different. The three 35 mm. pictures we made cost between \$11,000 and \$13,500 each. The last picture we made in 1938 is now circulating in the Latin American countries. It has been all through Europe, the United Kingdom and even Cairo, Egypt. I claim we did receive great publicity value for the amount of money we spent. I have in mind an all-Canada film, with the Federal government and the provincial governments all contributing to make a complete Canadian picture. At any rate, British Columbia is going ahead with their 35 mm. pictures."

Mr. Dolan promised to give some attention to the scheme proposed by Mr. Rowebottom.

Mr. Rowebottom suggested that the services of the National Film Board could be used and that all the provinces should financially assist.

Mr. T. H. Johnston (Manitoba) enquired about the fishing film which the chairman had mentioned earlier. Mr. Dolan informed Mr. Johnston that the sport fishing film now in production by the National Film Board for the Canadian Government Travel Bureau was a 16 mm. picture.

Miss Mary Ainslie (Ontario) said that professional sources were able to make the 35 mm. films and she did not see why the tourist bureaus should do it for them.

The Chairman told the conference that when he was in Hollywood he discussed the possibility of them doing some more travelogue pictures in the Dominion of Canada. He said that motion picture organizations there frequently want to make these travelogues and are willing to look after the distribution. His negotiations had been with Metro-Goldwyn-Mayer and he was of the opinion that their travelogue man was doing a wonderful job. He felt that he could get some 35 mm. pictures done by these big producers. He did not want the conference to think there was no value in the 35 mm. films.

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The chairman announced that he proposed to have Mr. L. H. Taylor, Secretary, Customs Division, Department of National Revenue; Mr. P. T. Baldwin, Assistant Commissioner, Immigration Branch, Department of Mines and Resources; and Mr. R. A. Brown, Statistician, International Payments Branch, Dominion Bureau of Statistics, present on the following morning.

In view of the discussion which Mr. McCall brought out that afternoon, the chairman said he also had asked Mr. S. Graham, Superintendent, Air Regulations, Civil Aviation Division, Department of Transport, to come to the conference for the purpose of answering any questions that might be directed to him.



## ASSISTANCE TO VETERANS

(Ontario)

Hon. Arthur Welsh introduced a subject which he thought was applicable to all provinces. He spoke as follows:

"I have had some correspondence with the Department of Veterans Affairs. The Veterans' Land Act does not enable people who want to go into tourism to get assistance. One of our difficulties is that we have not sufficient accommodation to make this industry go as it should. We have made representations, as a department, to the Federal government asking them to extend the provisions of the Veterans' Land Act on the same principle as extended to farmers, fishermen, etc. I am a practical farmer myself and I believe the farm today is a job that requires a lot of experience and a lot of cash. I am quite satisfied that with the experience a good many of these people have, their chances of succeeding in the tourist business are just as good as in farming. Not only would we be doing a wonderful service, but we would also be giving our own industry a tremendous boost. I think this situation should be brought to the attention of the Federal authorities in an effort to have them extend the privileges of the Veterans' Land Act to veterans who want to go into the tourist business."

Mr. W. A. S. Tegart (Saskatchewan) endorsed Col. Welsh's view and asked that the conference recommend legislation be passed amending the Veterans' Land Act to provide for veterans who wished to enter the tourist industry.

Mr. E. G. Rowebottom (British Columbia) stated that for the last two years the Canadian Association of Tourist and Publicity Bureaus had submitted resolutions along this line to the Federal government.

Hon. L. H. Eyres (British Columbia) thought the suggestion could be advanced much further if it were taken under the wing of the Canadian Legion.

The chairman told the delegates that Mr. G. Murchison, Director, Soldier Settlement and Veterans' Land Act, Department of Veterans Affairs, Ottawa, would be present the following morning to answer questions pertaining to the Veterans' Land Act.

Hon. L. H. Eyres said that on the coast they had tried to get an expression of opinion as to how many young men would be interested in taking training in the operation of tourist camps, etc. If they could get enough interested they would place these men in hotels and tourist camps and train them to take over establishments of their own.

Mr. T. C. McCall (Ontario) mentioned a course in institutional management available at the University of Toronto for the purpose of training war veterans in the operation of hotels and tourist establishments. He said the course lasts about sixteen months and the investment required came out of rehabilitation credits. Mr. McCall said there was a very wide interest in the tourist industry on the part of returned people. He had spent considerable time interviewing veterans who wanted to go into the tourist business and he felt a large percentage of them would have a reasonable chance of success in this business. The Department of Veterans Affairs, however, did not regard the tourist season as long enough to allow a veteran to earn an adequate living.

Mr. Dolan pointed out the danger of amending an act of this kind for one group. If it were amended to cover one group, such as the tourist interests, other groups would request similar amendments to bring them under the provisions of the act.

Col. Welsh expressed the belief that, as yet, the surface of the tourist industry had merely been scratched and it was his desire to get the industry on



a good firm footing for the next ten years. He felt the difficulty was not in bringing the tourists to Ontario; it was rather accommodating them as they should be accommodated. He said one dissatisfied customer does more harm than all the good that could be accomplished by hundreds of thousands of dollars of advertising.

Mr. Georges Léveillé (Quebec) said it was on that account Quebec's advertisements had been restrained this year. He also mentioned that Quebec had schools open to all, offering a course in catering to the tourist. Quebec also had the inspection of all these tourist camps.

Mr. W. H. Stuart (Nova Scotia) thought one of the most heart-rending and tragic situations in the rehabilitation of the veteran is the fact that many of them wished to undertake certain types of employment and industry for which they had no qualifications. He said he was deluged with applications from veterans for properties in the tourist industry. "Out of 200 screened there were but two who could prove that they had any merit for consideration in connection with provincial loans to further the idea they had in mind. We have had veterans applying for loans for types of industry for which they have no aptitude or training," said he. Mr. Stuart believed the Department of Veterans Affairs was confronted with a tremendous problem in advising these veterans. He said it was a case of "Vaulting ambition which o'erleaps itself".

Col. Welsh said he came from a section of the country whose existence was based on the tourist business. He thought there wasn't any section of the country any more prosperous than the district of Muskoka.

Col. Welsh pointed out that after the last war a great many people were put on farms who had no aptitude for farming. These people were being carefully screened this time. There was no reason why they could not be screened just as carefully if they were going into the tourist business. He saw no reason why they could not succeed.

#### ADVERTISING SLOGAN

Mr. E. G. Rowebottom (British Columbia) asked about the advertising slogan which Mr. Dolan had mentioned earlier in the conference. Mr. Rowebottom felt that "Vacations Unlimited" which had been adopted by the Canadian Government Travel Bureau was a very good one. He felt it would be a good idea if each and every province adopted that slogan. He said British Columbia would be glad to include "Vacations Unlimited" in their copy for next year.

Mr. Dolan said he would like to see the word "Canada" used in connection with all tourist advertising by the provinces.

Mr. T. C. McCall stated that Ontario's slogan was "Canada's Vacation Province".

Mr. Rowebottom said British Columbia's slogan was "The Vacationland That Has Everything".

The meeting adjourned until ten o'clock the following morning.

#### *Morning Session—Wednesday, October 23, 1946*

#### CUSTOMS

The Chairman opened the meeting and introduced Mr. L. H. Taylor, Secretary of Customs, Customs Division, Department of National Revenue, Ottawa. He told Mr. Taylor that everyone at the conference had been very strong, almost loud, in their praise of the customs officials at the international border and there was a feeling of very fine appreciation for the splendid work which the customs officials were doing. Mr. Taylor said he would be glad to answer any questions the delegates wished to ask.



Mr. T. C. McCall (Ontario) brought up the matter of private aircraft entering Canada for vacation purposes, in the following words:

"We have had a great many inquiries in Ontario, and I think it is true of the other provinces, from prospective visitors who own their own planes. The procedure seems to be more complicated than in the case of people coming into Canada by automobile. We find it difficult to answer questions and to give the proper advice about procedure. The main difficulty that seems to have been encountered from our point of view is in Americans returning to the United States. I appreciate this is something over which you do not have any direct control, Mr. Taylor, but it seems to me something you might quite properly take up with the American authorities if you have not already done so. It seems that the American customs are much stricter than we are. They put more obstacles in the way of private flying than we do.

I have in mind the case of an American pilot flying back to the United States. He wanted to clear customs and immigration at Detroit. He arrived too late. It was closed for the day and he had to stay in Windsor overnight. It cost him an extra \$27 by the time the customs and immigration cleared him the following day. I am bringing this point up to see if it is possible for your department to smooth things out with the American people."

Mr. L. H. Taylor replied as follows:

"I think that is more a question for External Affairs. We are not authorized to take up anything official with the United States Embassy. That would be the only means of approach, in Washington. I have not heard any complaints. It is not likely I would do so. As long as the plane takes a clearance from our men, we are finished. We cannot help it if he cannot get into his own country. It is an important subject, however. The tourist isn't always well posted enough to know where the difficulty arises. He is helped out by our customs, and customs generally gets the blame. Sometimes it is difficult to know whether he is registering criticism against the Canadian or the American authorities. However, I will take this matter back to the department and discuss it with our officials and see if they will take it up with External Affairs, who, in turn, might take it up with the American Embassy, finding out where the difficulty is and correcting it."

Mr. Taylor asked if there was any possibility of putting out some small brochure about entering Canada by air. He said:

"We have recently amended our regulations. I presume you all have a copy of them. At the air conference held in Chicago recently a decision was reached as far as international air travel is concerned, and it was decided that aircraft should make their first landing at customs airports. We could bind ourselves by that international agreement and establish customs airports, but we have not done so. We have said that landing may be made at a customs airport, or at any customs port, or any port of entry. Obviously we have not got customs officers at all the airports. We are guided by the traffic. We have only a certain number of airports throughout Canada. We are adjusting ourselves to the traffic, but when it comes down to tourists, we have to rely on our man going from the nearest customs port to the field, and he will do so on receiving advance notice from the tourist that he intends to make a landing. That is all the facility we can give. Naturally we must provide this service if and when it is required. We desire to co-operate in every way possible in the interest of the tourist."

Hon. L. H. Eyres (British Columbia) remarked:

"In the next few years there will be municipal airports across Canada. Would it be possible to make it easier for incoming planes where they have an instructor at one of these municipal airports? Could not that man be given



authority to enter machines coming in and release them? It would certainly make a grand service in some parts of the country if the Municipal Flying Instructor could be authorized to act as Customs Airport Official as well."

Mr. Taylor thanked Mr. Eyres for his valuable suggestion, and said:

"This might well be done and would assist the tourist to the extent that he would not be required to pay the expense of an officer going to and from the airport. If, as Mr. Eyres said, they are reputable flying instructors with their own business, perhaps we might very well consider it, and I will take this matter back to the department as a very important point to be considered."

Mr. E. G. Rowebottom (British Columbia) asked if regulations had been issued recently in connection with border crossing.

Col. Arthur Welsh (Ontario) said in a great many cases customs and immigration officers could have helped the tourist industry to a great extent by directing people who desired information, to Ontario's information booths. In that way the tourists could get the proper information. It was just a matter of liaison between the Departments of Immigration and Customs and Ontario booths. Col. Welsh remarked on the courtesy received from the staff of customs and immigration.

Mr. Taylor drew attention to the slight changes made in regulations as to the 48 hour privilege, as follows:

"We took a check at Windsor of the number of cars that came in under the privilege and who had gone out within the 48 hours and who had said they were proceeding further than Windsor. There were 198 in that one day. Obviously that privilege must be of great assistance to those who want to go farther than actual limits of ports. They can accomplish their business and come back within 48 hours.

The second thing I want to point out is about dogs. The old regulations called for dogs being admitted on Form E29. With Mr. Sim's concurrence, I took the dogs out of that and called them part of traveller's baggage. I think that facility should be of assistance. I don't know whether these little points have been noticed."

The Chairman promised to see that the provinces received prompt notice of any change in regulations which came to him from the Customs Division.

In connection with charter flights, Mr. Taylor said they were dealt with as if they were private aircraft owned by one of the passengers. He said they did not call it a commercial aircraft; it would be in the same category as a private machine owned by one of the individuals, and would be entitled to the same privileges as privately owned craft. The same applied to chartered buses.

Mr. W. H. Stuart (Nova Scotia) said the co-operation his province had received from the Customs and Immigration Departments in the case of charter flights was absolutely outstanding as regards perfect service.

Mr. E. G. Rowebottom (British Columbia) asked if it would be possible for the Canadian Government Travel Bureau to have a card printed outlining the regulations for admission of dogs into Canada that could be hung up in the offices of ports of entry. He had in mind, Port Angeles, where there was a large sign, stating, "No Dogs Allowed in Canada", but no reason given. He said the grief and trouble tourists suffered on account of lack of authentic information was deplorable. He thought it would be a tremendous help if cards could be issued by the Canadian Government Travel Bureau outlining, as briefly as possible, just what the tourist has to do to bring a dog into Canada. Mr. Rowebottom said this was very important to the people travelling with dogs.

Mr. Dolan promised to see that these cards were made.

Mr. Taylor drew the delegates' attention to the recently amended firearms regulations.



Mr. T. H. Johnston, Assistant Director, Manitoba Government Travel & Publicity Bureau, asked Mr. Taylor if he had any word as to whether the former permit issued by the Mounted Police was still required.

Mr. Taylor replied that it was. Further, he stated:

"Previously any sporting firearm being imported was subject to a customs import permit. That has been done away with. However, a permit by the municipal authorities or attorney general of each province is still required to have the firearm in possession, but the tourist no longer has to ask Ottawa for a permit to import.

Mr. Taylor was thanked by the Chairman for his splendid co-operation with the conference.

### RATION CARDS

Col. Welsh (Ontario) brought up the question of issuing ration cards. He mentioned one place in particular, in Ontario, where they had a tremendous flow of tourists across the border. Many people came into the tourist office at night seeking ration cards but the ration offices were closed. He wondered if a plan could be worked out with the Federal government whereby the staff of the Ontario Department of Travel and Publicity could be authorized to issue these cards as the staff were on duty until late at night; whereas the local ration offices were closed. Col. Welsh said he was not suggesting that his department replace the ordinary issuance of ration cards, but as an emergency measure only he would like to have some of his staff at border offices empowered to do that.

Mr. Georges Léveillé said he would like to have the same privilege in Quebec.

Mr. D. E. C. Campbell said Alberta would like to have that same privilege through the Mounted Police Officers in Alberta.

The Chairman promised to submit this proposal by the provinces to Mr. Donald Gordon, Chairman, Wartime Prices and Trade Board, Ottawa. He thought Mr. Gordon would be glad to get this offer, and he would urge Mr. Gordon to accept.

### VETERANS' LAND ACT

Mr. G. Murchison, Director, Soldier Settlement and Veterans' Land Act, Department of Veterans Affairs, Ottawa, was introduced to the gathering by the chairman.

He outlined the Veterans' Land Act, as follows:

Mr. Dolan, Ladies and Gentlemen:

During this past thirty years I have had an opportunity to become closely familiar with pretty nearly all the inhabited parts of Canada and rather familiar, too, with quite a number of our sparsely settled areas of this Dominion. So I feel I have a working knowledge and some appreciation of the tourist industry of Canada. Your interest, obviously, centres on what may be done, either under the provisions of the Veterans' Land Act, or any of the other Acts which go to make up the rehabilitation system of Canada, toward providing an opportunity for veterans to become integrated in the tourist industry of Canada.

I am not authorized to speak for the other branches which are administering the Rehabilitation Act which provides for certain gratuities and war service credits, nor am I authorized to speak for the administration of the Business Loans Act which was discussed during the last session of the House of Commons but which is not yet in operation. I think, however, I can give you some of the ideas we have toward the industry so far as operations under the Veterans' Land Act is concerned. That is my particular responsibility.



I might say, Mr. Chairman, that ever since this Act was placed on the statute books in 1942 we have had quite a variety of representations made to us that the provisions of the Act should extend to the establishment of veterans in the tourist business in one way or another. I think, however, from the representations we have had that there has been a good deal of misconception as to the statute limits or even flexibility of the Veterans' Land Act, and I think, too, there has been some misconception in the minds of some people who have made representations as to the qualifications financially and otherwise of veterans to engage successfully in the tourist industry on the basis of, shall I say, proprietorship of the tourist industry service of one kind or another. Just to elaborate that for a moment I may say that under the Veterans' Land Act we have two main operative sections, that is Section 9 of the Act under which we may extend financial assistance to a veteran in order to establish him with a home for himself or his family on a small piece of ground where he can supplement his income from production from the soil but who relies on something other than the land for his main sources of income. We are also asked to establish veterans in the commercial fishing industry if they are in fact commercial fishermen. That applies particularly on the Eastern and Western coasts. The same applies on the Great Lakes but to a limited extent because of the close control exercised by licensing authorities. It also applies in the commercial fishing areas of the Province of Manitoba. Lake Winnipeg and Lake Winnipegosis offer some fairly large scope. We are also asked to establish a veteran in commercial farming. All loans made under that section of the Act are just what I say. They are loans and repayable with interest.

Under Section 35 of the Act we are authorized to enter into agreements with the various provinces for the establishment of veterans on provincially-owned Crown Land. When that is done there is available a grant of \$2,320. It may be used for the development of agricultural land or the erection of a home or other buildings necessary to the establishment of a home. We can assist a veteran to secure equipment essential for forestry purposes or for commercial fishing practice or trapping equipment, things of that sort. Or he may just use a parcel of Crown Land on which to establish his home and rely for his main income on the employment available in the district. But nowhere in the Act have we been authorized to make advances or give assistance to a veteran for the purchase of a commercial business, store, lunch counter, filling station, garage or other things which are closely identified with the tourist industry. There are some pretty good reasons for that. In my observation of the tourist industry over the past quarter of a century, like yourselves, I have noted a few casualties. I have seen the development of the summer roadside cabin and the development of the tourist accommodation in permanent homes, but it seems to me, Mr. Chairman, the profitable end of the tourist business, so far as accommodation is concerned, is centered more and more on the properly capitalized, well-organized, well-conducted larger tourist enterprise. That has been my experience travelling up and down the country. The summer roadside place is to a large extent the place of last resort when the larger, more attractive places are filled up. I merely mention that from the standpoint of the capital cost of engaging profitably in the tourist industry and particularly because in many parts of Canada where the tourist industry is very attractive and profitable, it is conducted over a very relatively short period of the year. That is one reason why we have to be careful because we are quite aware of locations where during a period of three or four months the veteran may be able to engage successfully in the tourist industry but when that season is over, there is no other employment available to him. For that reason if he is going into the tourist industry in such a location, it must be on a sufficiently large scale in order that, like the wheat farmer, he can make his killing in three or four months. That involves higher cost than available under the Veterans' Land Act even if permissible.



We operate under a \$6,000 loan and \$2,320 where we make a grant. By and large under the Veterans' Land Act we do not see any large scope for the veterans on a proprietorship basis. First, because there isn't sufficient money in the Act to set a man up in a substantial commercial way unless he has considerable cash capital of his own. If we were to accept the principle of purchasing so-called going-concern tourist establishments (we operate all across the Dominion and I think everyone here, Mr. Chairman, realizes that there are quite a few so-called tourist set-ups all across this Dominion which are quite frequently for sale) and if the government is the customer, we would have quite a variety of propositions put up to us and a great deal of pressure that we purchase this, that or other establishment where someone else had failed to make much of a show. As I said, we are not authorized to make advances for business enterprises such as stores, lunch counters, filling stations or garages. We feel that the type of small tourist enterprise that we would possibly finance, would come within that same type of business.

Under the Business Loans Act, which is not yet operative, there would be a total amount of \$3,000 available in the way of loan, every cent of which is repayable with interest of 5 per cent over a period of ten years. These loans are processed by Canadian banks under a certain federal guarantee, but I think it is fairly clear that unless the individual himself had considerable money, that it is not the type of loan that would commend itself to a bank, if the veteran himself were not substantially equipped or not fully qualified to engage in the tourist industry.

There is a further point we must take into account. The tourist accommodation generally throughout the country operates under provincial licence. There again we feel that some possible difficulty could arise if we were to engage in it.

With these few remarks, the main hope I could hold out to this committee so far as the Veterans' Land Act is concerned would be in the case of a veteran for whom we had purchased a small acreage of land strategically located in relation to the tourist industry and where he by his own efforts builds up his own enterprise. If he subsequently wishes to build two or three cabins on that property, we are not going to raise any objection to it, but they must be of a standard which is not going to undermine the value of the property we have sold to him. We are not authorized to extend any financial help to him for the purpose of erecting those services. You might as well understand that as the Act stands at present, we have no authority to make advances for the establishment of commercial ventures of that kind."

#### DISCUSSION ARISING FROM MR. MURCHISON'S EXPLANATION OF THE VETERANS' LAND ACT

Mr. George Léveillé, of Quebec, wished to say two things:

"I take objection to two things:

- (1) Inns and summer resorts in Quebec are about everything we have for hundreds of miles in some parts of the province, especially in the Gaspé Peninsula.
- (2) I don't like tourism to be considered as a three-month seasonal business—it is a twelve month proposition."

Mr. Murchison had this observation to make:

"I have enjoyed the hospitality of a great many hotels in the Province of Quebec, but in very few cases could they be realized for \$6,000."

Mr. T. C. McCall (Ontario) expressed this point which had also been raised by Col. Welsh.

"The point I had in mind had to do with lads who have had some experience in the tourist business. I am not thinking of camps along the highways, but



tourist establishments in the more remote parts of the province. I have had contact with some young men who have some money, experience and are sufficiently sincere to spend part of their rehabilitation credit to take a university course in institutional management. They are beginning to see that when they finish the course, they have no place to go unless they finance themselves in a small business.

The idea of the tourist season being a short one is very misleading. I think a veteran has as much chance of making a success in the tourist industry as he has in commercial fishing. There is an opportunity in the tourist industry. We need more tourist resorts. We need resorts run by young, progressive men. It seems to me there is an opportunity to assist in their rehabilitation and at the same time do a real job for this industry."

Mr. Murchison admitted that it was puzzling. He replied:

"We are basically interested in providing the veteran and his family with a home. If his tourist activity is going on in a remote area where there is no school for his children, he must in fact have two homes. It has not been our policy to assist the veteran to engage in industry where there is a serious lack of educational facilities which his children need. We encourage the veterans to establish homes where these facilities exist. Again, I say there is considerable difficulty in making advances to establish permanent homes where there are no educational facilities for the veteran's family."

Hon. J. S. McDiarmid (Manitoba) observed:

"The situation is that Mr. Murchison is operating under an Act. If we, as representatives from the provinces would like to see the Act changed, we have our own methods of entry through our governments. As far as Mr. Murchison is concerned, he is explaining his Act, and explaining it very well."

Hon. L. H. Eyres (British Columbia) had this to say:

"I appreciate Mr. Murchison's remarks. He has covered the subject very well. I compliment him more on the manner in which he is carrying out the Act, one that is a wonderful help to returned men. However, I do feel there is a certain amount of unfairness to certain types of returned men, whether in the tourist trade or not. If a man wants to take educational facilities, he is able to do so and will receive actual money from the government to help him. If a man wants to be a farmer, he is also helped. If he wishes to fish, he can get assistance. But we come to the point where any man who wants to get a loan to go into commercial business is 'stymied'. Fifty per cent of the veterans don't want to farm or fish, but do want to start a corner grocery, woodwork shop or one of the hundreds of things that comprise the service industries. The service industry makes this country. To engage in these things, he is unable to get a dollar from the government!"

Mr. Murchison pointed out:

"The veteran who does not take advantage of the Veterans' Land Act or educational training, can use his re-establishment credit. His service gratuities are his own; his re-establishment credit is something which can be used conditionally, only for certain prescribed purposes and must be authorized by a committee set up for that purpose."

Hon. L. H. Eyres, (British Columbia) said he thought the Canadian Legion had approached the government to have this changed. Mr. Eyres also said he thought many veterans were being denied the opportunity to carry on in the lines of endeavour they would like.

Mr. Murchison had this observation to make:

"In no war is there equality of service and sacrifice and in no rehabilitation scheme is there complete equality. We have screened 70,000 applications. We



are forced as responsible administrators to say to a percentage of these boys, regardless of the service or sacrifice they have made, that we don't find them properly qualified for the type of assistance we can extend. Therefore, we must decline them. If we are going to administer the Act soundly, and have some regard for the tax-payers, there are certain cases where we must decline to lend assistance. If you widen that system by asking for new legislation to authorize direct assistance to establish veterans in the tourist industry, you enlarge that area of screening where you must say "yes" to this man and "no" to the next. It is not an altogether simple thing with which to deal."

Mr. D. E. C. Campbell, (Alberta) said:

"It is our duty as representatives of the provinces to try to change the Act. What you had to say about commercial fishing interested me particularly because I wanted to state a case. In Alberta we are wracking our brains to find some means of getting more people into our 59,000 square miles of forest. We realize that the more people we settle in our forests, the greater do we reduce our fire hazards and improve our conservation methods. These people who go into the forest to make a living depend upon the wild life of the forest and the safety of the forest for their livelihood.

I know a young chap who came out of the air force. He had made a study of fish culture and he wanted to go into the business of raising rainbow trout for commercial use. We gave him 18 acres of land in an area where there are innumerable spring-fed ponds which are open all year 'round, and back in the hills there are numerous lakes which make splendid rearing ponds for fish. This land contained very good spawning grounds. The boy went onto the land, cleared the place and acquired the necessary equipment. He applied for his \$2,320 from the government and it was refused. Here was a case of a man setting himself up in an industry. He planned to raise rainbow trout, take them out at the age of two years and sell them to our good friends, the Canadian Pacific Railway hotels for a breakfast food. He could not get \$2,320 and yet he is just as much in agriculture or farming as the man who starts a chicken farm."

Mr. Campbell cited another illustration.

The Chairman spoke as follows:

"All these cases we have heard are tremendously interesting. We could sit here all morning and tell Mr. Murchison some of the things he has not done. I think I should reiterate what Mr. Murchison has said. Mr. Murchison has told us quite plainly just what the Act is and how he must operate under the legislation which Canada has placed on the Statute books. I don't think it is fair that we should bother him with things that are not in his jurisdiction. He is not here to defend or criticize a policy. I would ask you, therefore, nicely and without offence, not to narrate these cases further.

If we as tourist representatives of Canada can impress upon Parliament the amending of this legislation to give consideration to tourist applicants, I am sure Mr. Murchison will administer the Act in accordance with the dictates of Parliament."

Mr. Murchison then replied to Mr. Campbell, as follows:

"As I understand what was stated by Mr. Campbell, both of these veterans took up their residence on deeded land. I cannot tell you that, if the provincial government of Alberta could see fit to allocate a parcel of provincial land to two veterans of the type to which you have referred their application for a grant of \$2,320 could be seriously considered. An agreement is now under negotiation with Alberta to enable us to make these grants to veterans who occupy provincial lands on a permanent tenancy basis. This agreement will be similar to an arrangement recently completed with the Province of Manitoba."



Mr. W. H. Stuart (Nova Scotia) expressed his opinion in the following words:

"I think it would be a mistake for the D.V.A. to throw the gates open so wide that many of these ambitiously inclined veterans would be able to enter the tourist industry, which calls for experienced personnel. If that were to occur on a very large scale, the 70,000 cases that had been screened would be greatly augmented. The tourist industry is a very highly specialized industry. Veterans by the thousands are attracted by the possibilities of this industry. They are convinced, in their own minds, that they can make a success of their efforts. Short courses will not suffice. During most of that period they will be studying theory and will not have had the necessary practical experience. The short courses will not make them satisfactory tourist operators. I feel quite keenly about this, as many young men will be building their hopes on an unstable foundation if they are encouraged to invade the tourist field without the necessary qualifications and mental adaptation.

I am heartily in support of the Act as it now stands. We have got to realize that thousands of veterans have no qualifications for the fields of endeavour they wish to invade."

Mr. E. G. Rowebottom (British Columbia) thought that even if the Act were applicable to the matter, the \$6,000 loan would not go very far in establishing a veteran in the tourist industry.

Mr. Murchison stated further:

"I have no doubt that in some of the commercial fishing establishments which we have already approved, the veteran may include a little tourist industry along with his fishing, but we, on our part, did not go into it on that basis."

The chairman thanked Mr. Murchison most sincerely for coming to the conference. He thought Mr. Murchison had imparted much knowledge on this subject which had never before been given to his associates in the tourist industry.

## IMMIGRATION

Mr. P. T. Baldwin, Assistant Commissioner of Immigration, Department of Mines and Resources, Ottawa, was introduced to the conference by the chairman, who said he wanted Mr. Baldwin to know that during the sittings of the conference everyone present had expressed appreciation of the fine service being rendered by the immigration authorities along the international border.

Mr. P. T. Baldwin spoke as follows:

"I have heard you express your appreciation of the service given by our immigration staff before and it is always a pleasure to hear it and to know that it is continued. I should like to give a brief outline of our service.

"The immigration service is divided into four sections with administration headquarters at Ottawa—Pacific, Western, Eastern and Atlantic, with district superintendents in charge of each section, at Vancouver, Winnipeg and Ottawa. These district superintendents have charge of the ports of entry in their district and ports of entry are staffed with immigration officers. We also have district inspectors whose duty it is to continually visit these ports and supervise the work of our immigration officers and see that our courteous service is kept up. We have very few complaints coming into our office and in the majority of cases we find that the person making the complaint is at fault. We have stressed to our officers for many years and are still continuing to tell them that they must be courteous at all times.

"The 'How to Enter Canada' book which is published by the Canadian Government Travel Bureau outlining our regulations is very complete and



should be easily understood by tourists. The only thing which is left out, and of which we have had one or two complaints, is the fact that enemy aliens are prohibited. All alien residents in the United States coming to Canada are required to satisfy our authorities that they can return to that country. The United States law requires them to have a border crossing card. In the booklet that is pointed out and instructions as to where they may get these cards, but it has not mentioned the fact that persons coming within the enemy alien category are not admissible. I do not know how long this prohibition will be kept on. After the last war it ran for about ten years. Possibly when peace is made with all these different countries this may be lifted. However, I think there are an insufficient number of such cases to warrant your changing your publications.

You may expect to receive the continued help of our department."

### CIVIL AVIATION

Mr. Stuart Graham, Superintendent—Air Regulations, Civil Aviation Division, Department of Transport, Ottawa, was introduced by the chairman.

Mr. Graham said he was attending the Conference with a view to answering any questions that might be raised and, where answers were not available, that he would endeavour to secure the necessary information. He said that so far as the entry of aircraft into Canada was concerned the regulations were quite clear, although it was agreed that regulations of any kind were not always acceptable to all persons.

Mr. McCall (Ontario) stated that most of his questions had already been dealt with by the representative from the Customs Branch. One further point he wished to raise was regarding the use of secondary or emergency fields by private aircraft arriving in this country.

Mr. Graham replied, "We do not prohibit this practice but the onus is on the person flying the aeroplane to assure himself of the suitability of the field at which he desires to land. He must also ascertain that Customs and Immigration authorities can arrange to clear him at such a field. The aircraft and the pilot must of course be properly licensed. The recommendation that tourist aircraft enter only at 'Airports of Entry' is for the greater convenience of all concerned and increased safety for the tourist. At a recent meeting a representative of the Customs Division pointed out that, for their purposes, more than 400 points might be designated across Canada for the clearance of tourists by air. The Immigration representative however drew attention to the fact that only at a very limited number of these points would the local officer be fully informed as to the requirements of his Branch."

Summing up this question and with special reference to seaplanes, Mr. Graham stated, "If the tourist is flying a seaplane and the Customs and Immigration authorities are agreeable to his clearing at any certain point in Canada, the Department of Transport would enter no objection."

Mr. McCall asked if it was a regulation that a flier should file a flight plan with the Department of Transport. Mr. Graham stated that the chief concern of the Department of Transport was public safety and that the filing of a flight plan was required along recognized airways and, even though flying in an area not requiring such a flight plan, the pilot was well advised to leave his plan of flight with the Airport Traffic Controller, or in event of there being no local control, with the Airport Manager. Such action would afford very considerable protection to the flier, in event of his becoming lost or forced down during his visit.

Mr. Graham mentioned the difference between a man who owns his own plane and a hired plane. He asked if a company-operated plane could proceed anywhere in Canada. Mr. Graham replied as follows, "I believe that, technically,



he would only be a 'Tourist by Air' if he is piloting the aircraft or if it is his own aircraft. If he enters Canada as a passenger on a chartered aircraft he would be in a somewhat similar category to persons arriving by other means of transport. At present all scheduled and chartered air operations must secure operating authority from the Air Transport Board."

Mr. W. H. Stuart (Nova Scotia) said he was very much interested in the cost of search flights for missing aircraft. He stated that there is a glaring error in certain official estimates of cost covering searching for aircraft. Costs for such searches of lost aircraft had been set at from \$50,000 to \$1,000,000. Mr. Stuart challenged the formula followed in arriving at such absurd conclusions. The only actual cost, as explained by Mr. Stuart, involved in such a search by the R.C.A.F. or any other permanent force, is in the consumption of gasoline and oil, and in the slight unknown wear and tear on the searching aircraft. The staff would be on the payroll regardless as to whether or not a search were undertaken. He said: "We would not wish a visiting American tourist who pilots his own plane to Canada, to believe that his loss for a day would cost Canada \$50,000 and run up to \$1,000,000 if the search were prolonged. Let us remain in the realm of common sense and reality and refrain from illogical estimates of cost in matters of this nature." Mr. Stuart was emphatic on these points.

An informal discussion took place regarding the cost for searching for such missing aircraft and Mr. Graham emphasized that the cost of searches might readily run into many thousands of dollars. He stated that the operating cost for a large fully equipped search aircraft might reasonably be placed at \$200 per flying hour and it required very simple mathematical calculations to appreciate expenditures involved in an extended search. He believed the problem would become increasingly serious as the visitors by air arrived in larger numbers and the question of protecting small aircraft flying the Northwest route to Alaska might become a real problem.

Mr. Gibson confirmed the belief that tourist aircraft flying in the Northwest Territories would become a serious problem for the country, unless the control of such flying was fully organized. He said that the Northwest Territories Administration endeavoured to discourage travel to remote places in the Northwest Territories by those who did not appreciate the difficulties and make adequate provision beforehand. Reference was made to the Scientists and Explorers Ordinance and to the care which is exercised in corresponding with those who express a desire to travel by plane or otherwise away from regularly established routes.

In closing Mr. Graham said: "I have given you a few illustrations of what might happen if the welcome to air tourists is over-advertised and they are not warned of the precautions they must take for their own safety while flying over uninhabited regions of Canada."

Mr. Graham was thanked by the chairman who remarked that he was very proud of the manner in which his fellow-government officials had answered the questions put before them.

#### STATISTICS

Mr. R. A. Brown, M.A., Statistician, International Payments Branch, Dominion Bureau of Statistics, Department of Trade and Commerce, Ottawa, was introduced by the chairman, as follows:

"Mr. Brown is the gentleman charged with the responsibility of preparing all our tourist statistics and reports. I think you will agree with me that the introduction which he is writing to these monthly reports is the finest thing to come out of the Bureau of Statistics for a long time. Mr. Brown and I have



had several conferences throughout the year. He is intensely interested in the tourist industry and he is trying to put some newsworthy comments into his reports on tourist traffic."

Mr. Brown spoke to the delegates as follows:

"I understand I am slated to speak to the Canadian Association of Tourist and Publicity Bureaus on Friday and at that time I will explain fully the methods and manner in which we gather tourist statistics.

I can, however, say that since 1941, due to the recommendations of a new inter-departmental committee, comprising representatives from the Bank of Canada, the Customs Branch of the Department of National Revenue, the Immigration Branch and the Dominion Bureau of Statistics, that our tourist trade statistics have been put on an excellent basis. I might add, without fear of contradiction, that we have now the best and most comprehensive tourist statistics in the world. There is no other country that has a monthly measure of its tourist trade by motor traffic in the great detail that we publish. Few other nations go to the trouble to ask the tourist how much money he has spent in their country. Canada and the United States have proceeded furthest in mutually measuring the value and extent of their international tourist trade."

Mr. Rowebottom (British Columbia) mentioned the lateness in the arrival of monthly tourist statistics at Victoria and Mr. Brown promised to do his best to see that these reports were speeded up in the future by the use of airmail. He explained that returns are received regularly from 156 ports stretching from P.E.I. to the Yukon and in a month such as August over 1,060,000 entries of foreign cars and returning Canadian vehicles were recorded. Tourist traffic is seasonal and a staff problem presents itself to handle the huge summer volume expeditiously each year, thus accounting for some delay in July and August publications.

Mr. D. C. Campbell expressed the thanks of his department to the Dominion Bureau of Statistics for the special annual report they had prepared containing tourist statistics.

Mr. Brown asked for an expression of opinion from the delegates on the selection of a normal or base year for comparative purposes and for some suggestions in the matter of tourist statistics towards improvement in Bureau reports.

Mr. McCall said the Ontario Department of Travel and Publicity made very extensive use of the statistics supplied by the Dominion Bureau of Statistics. He found them very helpful.

An informal discussion took place regarding tourist statistics. Various suggestions were offered as to which year should be used as a guide in making comparisons. It was decided that each province would use as a guide the year they felt best indicated the normal picture in their own province.

At the conclusion of the discussion on statistics Mr. Brown was thanked by the chairman.

#### THANKS TO HON. JAMES A. MACKINNON

Mr. E. G. Rowebottom suggested that a letter should be written to Hon. James A. MacKinnon thanking him for calling the conference and expressing appreciation of two statements made personally by him in connection with the support he proposed to give to the Canadian Government Travel Bureau. Mr. Rowebottom also thought the Minister of Trade and Commerce and the Government should be thanked for making available government officials who were so courteous and fair in answering questions and imparting information. Mr. Rowebottom said: "We, as a body here, should ask the Minister to support the Canadian Government Travel Bureau to the limit financially for 1947."



## STATEMENT TO THE PRESS

At the further suggestion of Mr. Rowebottom a committee composed of Messrs. Harold Connolly, J. H. Campbell and E. G. Rowebottom, was appointed to prepare a considered statement of the conference for the press.

## RESPONSE BY MR. DOLAN

On behalf of Hon. Mr. MacKinnon, Mr. Dolan responded, with the following:

"I appreciate very much the reference to the Minister of Trade and Commerce in calling the conference. I can say, truthfully, that the conference from my own standpoint, at least, has been a very successful one. We have had a very frank and open discussion of our tourist problems."

Mr. Dolan also stated that he thought the press had been very good to the conference.

## SENATOR CHARLES L. BISHOP

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Senator Bishop was introduced to the conference by the chairman, who said:

"We are very happy to see that a member of the Senate Tourist Committee would take time out to attend the conference and to hear our deliberations."

## CONFERENCE CLOSED

The chairman closed the conference with these remarks:

"I don't think there is anything else, gentlemen, except to tell you how grateful I am for the wonderful attendance at this conference. I know the Hon. Mr. MacKinnon would want me, in his name, to extend the thanks and appreciation of the Department of Trade and Commerce, to you. Never, in the 16 years that I have been coming to them, have I seen a tourist conference more faithfully attended on the part of the delegates.

You have given some tremendous advice and help. I hope we can fulfil all the promises we have made to you with regard to the co-operation which we hope to see in the future.

I believe we ought to leave this conference room confident that we have laid the real foundation for a truly national program of tourist promotion and development.

My sincere thanks and appreciation for your help and for your kind attention to all the subject matter presented to you."

The conference concluded.



# LIST OF DELEGATES

- Ainslie, Miss Mary, Director, Publicity Branch, Ontario Dept. of Travel and Publicity, Toronto.
- Baldwin, P. T., Assistant Commissioner, Immigration Branch, Department of Mines and Resources, Ottawa.
- Brown, R. A., International Payments Branch, Dominion Bureau of Statistics, Department of Trade and Commerce, Ottawa.
- Campbell, Dan E. C., Director, Tourist and Travel Bureau, Department of Economic Affairs, Edmonton.
- Campbell, J. Hugh, Manager, Dept. of Public Relations, Canadian Pacific Railway, Montreal.
- Connolly, Hon. Harold, Minister of Industry and Publicity, Halifax.
- Dolan, D. Leo, Director, Canadian Govt. Travel Bureau, Department of Trade and Commerce, Ottawa.
- Eyres, Hon. Leslie H., Minister of Trade and Industry, Victoria.
- Gardiner, Albert A., General Passenger Traffic Manager, Canadian National Railways, Montreal.
- Gerhart, Hon. C. E., Minister of Trade and Industry, Edmonton.
- Gibson, R. A., Director, Lands, Parks and Forests Branch, Dept. of Mines and Resources, Ottawa.
- Graham, S. Superintendent, Air Regulations, Civil Aviation Division, Dept. of Transport, Ottawa.
- Howes, J. H., Assistant Commissioner, Bureau of Publications, Regina.
- Johnston, T. L., Assistant Director, Manitoba Government Travel and Publicity Bureau, Winnipeg.
- Léveillé, Georges, Executive Secretary to the Prime Minister of the Province of Quebec, Quebec.
- MacKinnon, Hon. James A., Minister of Trade and Commerce, Ottawa.
- Master, Oliver, Assistant Deputy Minister, Department of Trade and Commerce, Ottawa.
- McCall, Tom C., Deputy Minister, Dept. of Travel and Publicity, Toronto.
- McDiarmid, Hon. J. S., Minister of Mines and Natural Resources, Winnipeg.
- McMullen, R. A., Director of Public Relations, Department of Economic Affairs, Edmonton.
- McNally, T. H. R., Executive Secretary, Canadian Association of Tourist and Publicity Bureaus, Toronto.
- McNeillie, R. G., Passenger Traffic Manager, Canadian Pacific Railway, Montreal.
- Murchison, G., Director, Soldier Settlement & Veterans' Land Act., Department of Veterans Affairs, Ottawa.
- Perry, R. G., Passenger Traffic Manager, Provincial Transport and Colonial Coach Lines, Montreal.
- Poole, E. G., General Tourist and Conv. Agent, Canadian National Railways, Montreal.
- Reid, Lt. Col. W. W., D.S.O., Supervisor, Prince Edward Island Travel Bureau, Charlottetown.
- Robinson, H. S., Associate Superintendent, Parks and Resources Information, National Parks Bureau, Dept. of Mines and Resources, Ottawa.
- Rowebottom, E. G., Deputy Minister of Trade and Industry, Victoria, B.C.
- Seymour, A. O., General Tourist Agent, Canadian Pacific Railway, Montreal.
- Sim, Finlay, Comptroller and Secretary, Dept. of Trade and Commerce, Ottawa.
- Smith, Arthur B., Advertising Manager, Canadian National Railways, Montreal.
- Stuart, W. H., Deputy Minister, Dept. of Industry and Publicity, Halifax.
- Taylor, L. H., Secretary, Customs Division, Department of National Revenue, Ottawa.
- Tegart, W. A. S., Director, Saskatchewan Tourist Bureau, Regina, Sask.
- Wallace, D. B., Assistant Manager, Dept. of Public Relations, Canadian Pacific Railway, Montreal.
- Welsh, Hon. Arthur, Minister of Travel and Publicity, Toronto.























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